

# CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

August 20 1983

**New discount  
surcharge hits  
hard at the  
lower end**

**Big cuts in  
tariff prices  
on top sellers  
- up to 80pc**

**A strategy for  
pharmacy: a  
personal view**

**Reviews:  
10 years on  
for Worth**

**Pharmacy  
economics — 8**

*Dermidex  
has its peak sales  
in the Summer ...  
with peak  
advertising too!*

- ★ Over 60% of consumer sales in the five peak summer months
- ★ A £200,000 Press campaign spanning the summer months PLUS a special campaign to Health Visitors and Community Nurses.
- ★ Were *you* one of the 20 to 30% of chemists who were *OUT-OF-STOCK* last year when demand was at its greatest. Don't miss out this year—order now!
- ★ **AS STOCKS OF BOTTLES RUN OUT WE ARE INTRODUCING NEW TUBE PACKS (30g and 50g) DURING THE SUMMER** (See illustration)
- ★ Every order carries the full International Laboratories Guarantee

**TIME TO TAKE  
DERMIDEX**  
—seriously







## Why get upset about head lice?

When your customers ask your advice about a louse treatment, always recommend Prioderm® (malathion) or Carylderm® (carbaryl) preparations.

Both of these modern insecticides kill lice and eggs within seconds of contact. In one application. Even lice now resistant to some other insecticides. And with a residual effect that prevents any new infestations for up to six weeks.<sup>1,2</sup> Could any other recommendation be more effective than this?

Recommend the most effective treatments of all.



The Napp Comb. Improved design superior to other combs on the market. Designed to remove dead eggs and from hair clean and easily. A useful adjunct for every insecticide cure.

**Prioderm® and Carylderm® preparations**

Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of Napp Pharmaceutical Group.

References 1 J Roy Soc Health (1977) 97, (6), 291. 2 J Roy Soc Health (1979) 99, (4), 173 © Napp Laboratories Limited 1983 ® Prioderm and Carylderm are Registered Trade Marks



# CHEMIST & DRUGGIST

Incorporating Retail Chemist

August 20, 1983

Volume 220 No 5383  
124th year of publication  
ISSN 0009-3033

Editor/Publisher:  
Ronald Salmon MPS  
Deputy Editor:  
John Skelton BPharm, MPS  
Contributing Editor:  
Adrienne de Mont  
BPharm, MPS  
Beauty Editor:  
Liz Plans BA  
Editorial Assistants:  
Patrick Grice BPharm, MPS  
Paul Slade BA  
Steven Titmarsh BPharm, MPS

Price List Controller:  
Colin Simpson

Director: James Lear

Advertisement Manager:  
Peter Nicholls JP  
Assistant Advertisement  
Manager:  
Doug Mytton  
Production: Shirley Wilson

Published Saturdays  
by Benn Publications Ltd,  
Sovereign Way, Tonbridge,  
Kent TN9 1RW  
Telephone: 0732 364422  
Telex 95132

Subscription:  
Home £46 per annum  
Overseas & Eire £60 per annum  
including postage  
95p per copy (postage extra)



Member of the Audit  
Bureau of Circulations

Regional advertisement offices:  
Midlands: 240-244 Stratford Road, Shirley,  
Salford, W. Midlands B90 3AF  
021-744 4427

East Anglia: 71 Welstord Road, Eaton Rice,  
Norwich NR4 6QD  
0603 54284

Scottish: 18 High Street, Paisley  
041-887 0428

North East and North West:  
491 Chester Road, Old Trafford,  
Manchester M16 9HH 061-872 5151

West Country & South Wales:  
10 Badminton Road, Bowend, Bristol  
BS16 6BQ 0272 564827

**Benn**

## CONTENTS

Discount surcharge of 4pc imposed Small contractors hit hardest	272
Big cuts in Tariff prices Up to 80pc on top sellers	272
A strategy for pharmacy A personal view	298
Je Reviens: 50 years on Company profile on Worth	295
Pharmacy economics Part 8 — The vendor's role	302
Comment	271
Topical reflections by Xrayser	283
Counterpoints	284
Computers in pharmacy	300
Points of law	304
News extra	306
Letters	308
Business news	309
Appointments	311
Coming events	311
Classified advertisements	312

## COMMENT

### Hobson's choice

All the "we told you so's" in the world are not going to help: contractors who have not put money aside ready for the discount clawback — and how many have? — are likely to be in considerable financial trouble for the rest of this year, if not for the next two years.

Officials of the Pharmaceutical Services Negotiating Committee have suggested that for the next five months chemists may be making no profit at all on NHS dispensing, and the most optimistic estimate is 0.4 per cent — a figure suggested in a footnote to PSNC's own report of the meeting with the DHSS (p273).

Publication of this "uncensored" report is a courageous act on the part of the PSNC negotiating team. The team is hardly anticipating praise for its achievements — though it is clear that a considerable amount was achieved in terms of the discount recovery period — and for once the critics really have something to get their teeth into.

The "I could have done better" brigade may be out in force, but they must at least take note of the fact that there were very few words spoken about the pharmaceutical service as such; it was all a matter of hard, cold, incontrovertible statistics. "We couldn't 'negotiate'," said chairman David Sharpe last week, "because all the evidence was statistically determined." And chief executive Alan Smith pointed out that although the final rate of clawback was still excessive, failure to agree would have meant scales (even less advantageous?) being imposed. With the pressure coming from the Treasury it was "Hobson's Choice", said Mr Smith.

Application of the results of the discount inquiry to the new scales and the surcharge means that the scales are fairer than the interim scale in recovering discounts from those who have received them. But while the scale may be accurate

in its divisions between the various monthly net ingredient cost levels, it is still necessarily an average of averages. Within each of these levels are pharmacies which have received either more or less than the average discount — and, unfortunately, it is likely to be those who took a moral, or a long-sighted stand on discounts, who will suffer most. Among this group will be those who have spread their purchases more widely than was financially prudent, in order to ensure the best service to the patient.

This brings us to the wholesalers' role. Who started the discount war is still a matter of dispute — what is now essential is that the level of discounts should be maintained for the time being, however much it hurts the wholesalers themselves. It is too late for them to bleat about reduced turnovers and losses due to the 2½ per cent cut in the drugs bill: the existing level of discount is assumed in the new basic scale, and for the period of the clawback any change will put many of their customers into the red and the whole pharmaceutical service at risk.

Which brings us to the enormous cuts in some generics prices. If the industry had put its pricing policy in order it might never have had trouble with parallel imports. So isn't it time manufacturers, wholesalers and contractors found common ground on which to go to the Government? As Alan Smith has said: "At present they're picking us off one by one."

## Discount surcharge hits small contractors

A discount scale ranging up to 15 per cent has resulted from the combination of an increase in the basic scale to an average of 6.5 per cent and the imposition of a 4 per cent surcharge to recover discounts over-imbursed to contractors since 1980 (*C&D* last week, p244), but some smaller contractors will bear proportionately a greater share of the burden because inquiry has shown the interim scale to have been too generous to them. The new scale appears on p277.

Discounts totalling £68.2m are to be recovered from contractors, of which £15m has already been withheld for the period October 1980 to June 1981; set against that sum is £1.4m to reimburse contractors for losses on stock resulting from the August 1 cut in ethicals prices of 2.5 per cent — leaving £51.8m net.

The 4 per cent surcharge on the discount scale until the end of this year (*C&D* last week, p244) is expected to recover £17.9m (4 per cent of the £448m net ingredient cost), leaving a further £33.9m to be recovered in the 19 months to July 1985. The exact level of surcharge during this period has yet to be worked out because it will be partly offset by monies currently subject to negotiation, such as the costs of warehousing for group pharmacies.

The new basic and surcharged discount scales no longer follow the straight line graph of the interim scale. Instead the graph is described as being "slightly parabolic" in line with the findings of the discount inquiry. It is pointed out that contractors with a monthly net ingredient cost of around £4,500 have been able to secure good discounts but that the interim scale did not reflect this position. "Now we have the facts to apply the scale fairly," said Mr Alan Smith, PSNC chief executive, last week. However, it is recognised that some of the greatest difficulty will be experienced by contractors with NIC around the £6,000 level — from here to around £11,000 NIC total discount peaks above 11 per cent before falling back to a trough at around £17,000. Top figure on the scale is 15 per cent above £40,000.

PSNC chairman Mr David Sharpe describes the new scales as "the day of reckoning" on discounts. He points out that many contractors will be making little or no profit on NHS dispensing over the next five months and warns that the

effect can only be a reduction in the level of pharmaceutical service.

Pharmaceutical wholesalers are now giving away too much in discounts and if they see an opportunity to change the level of discount they are likely to take it — if only because they cannot afford to go on trading as they are, Mr Peter Worling, managing director of Vestric and chairman of the National Association of Pharmaceutical Distributors told *C&D* this week. He recognised that pharmacist contractors would be adversely affected but pointed out that evidence of discount cuts could be brought forward in negotiations with the DHSS. But for the wholesaler the recent 2½ per cent cut in manufacturers' prices meant that "profit has gone out of the door". Although some relief had been obtained where manufacturers had changed wholesaler prices from July 18, Mr Worling estimated that losses were likely to be very significant and could not be recovered without affecting discounts.

## New contractors asked to write to PSNC

Pharmacists who have entered into NHS contracts since October 1980 — either as new businesses or through taking over existing businesses — are being asked to write to PSNC giving their net ingredient costs for each month (taken from the FP 34B). The question of compensation — a complicated calculation because of the discount levels already being recovered — will then be considered by the Committee with a view to making representations to the Department.

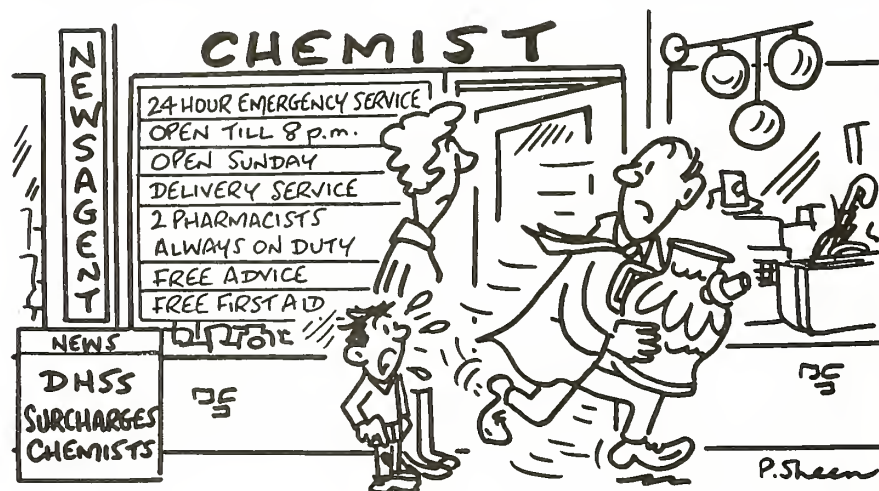
Unless a procedure can be worked out, it would mean new contractors picking up old contractors' debts, Mr Sharpe said last week.

## Generic Tariff prices axed

Prices of some 20 of the leading generic drugs have been reduced substantially as a result of the current negotiations on discounts. Most severely affected are propranolol tablets where Drug Tariff prices have been reduced by some 80 per cent.

To meet the target saving of £7.8m per year, PSNC was faced initially with reducing all generics by 20 per cent or concentrating the savings on the top 50 drugs which constitute over 50 per cent of the total generics bill. However, among the top sellers are a number of major items on which discounting is not appropriate — insulins, syringes, and individual mixtures, ointments and creams.

PSNC and the Department therefore



"It's either hock the fittings or cut my services..."



concentrated particularly on those Tariff prices based on named proprietaries to see whether they were available from reputable generics manufacturers at lower prices. Where lower prices were available "a middle market" price has been adopted.

The system for arriving at generic prices in general has also been modified. Formally, they were based on a weighted average of Evans, Macarthy's, Kerfoot and Cox. Following revised estimates of market shares, the weightings have been changed, and the prices available from Unichem and Approved Prescription Services have been included. The sources and weightings are to be reviewed every six months in future in line with market figures available to the Department of Health. PSNC has stated that the published Tariff price is, or will be, available from at least two of the above manufacturers and probably from other generic suppliers.

However, for the products on which the major savings are being made, a new category of "special negotiated price" is being instituted and products affected will be designated "S" in Part V of the Tariff (see table).

The new prices will be effective from October 1 and no prescription endorsement will be necessary. It is anticipated that the Department will draw the lower prices to the attention of the medical profession in order to encourage generic prescribing.

Preparation	DT pack size	Current price	% Reduc tion	DT special price	Any action necessary
Allopurinol 100mg tabs	100	£14.84	40	£8.50/100	
Ampicillin 250mg caps	100	£3.41	30	£2.39/100	Delete "C" Insert "S"
Chlorpropamide 100mg tabs	100	£3.04	60	£1.52	Add to Drug Tariff.
Chlorpropamide 250mg tabs	100	£6.68	60	£2.67	Append "S"
Codeine Linctus	2L	£7.24	25	£5.43	Delete "A" Insert "S"
Codeine Phosphate 30mg tabs	250	£6.13	20	£4.90/250	Delete "A" Insert "S"
Diazepam 10mg tabs	100	£10.48	60	£3.10/100	
Emulsifying ointment	500g	£1.52	25	£1.14/500g	Delete "A" Insert "S"
Erythromycin 250mg tabs	100	£5.08	20	£4.06/100	Delete reference to pt V,
	500	£24.80	20	£19.84/500	Cat C. Insert "S"
Frusemide 40mg tabs	500	£4.00	30	£2.80/100	Delete "A" Insert "S"
Ibuprofen 200mg tabs	500	£10.10	10	£9.00/500	Add to Pt V of DT,
Ibuprofen 400mg tabs	250	£9.91	30	£7.00/250	append with "S"
Indomethacin 25mg caps	500	£16.16	65	£5.66/500	Delete "C" Insert "S"
Magnesium Trisilicate mixt.	2L	£1.66	25	£1.25	Delete "A" Insert "S"
Methyldopa 250mg tabs	1000	£21.90	10	£19.71/1000	Delete "A" Designate "S" in category column (4).
Methyldopa 500 tabs	500	£30.20	30	£21.14/500	Delete "C" Insert "S"
Nitrazepam 5mg tabs	500	£5.50	60	£2.20/500	Delete "A" Insert "S"
Oxprenolol 20mg tabs	100	£3.34	40	£2.00	Add to Drug Tariff
Oxprenolol 40mg tabs	100	£5.50	40	£3.30	Append with "S"
Oxprenolol 80mg tabs	100	£8.40	40	£5.04	" " " "
Oxprenolol 160mg tabs	100	£15.12	40	£9.07	" " " "
Oxytetracycline 250mg tabs	1000	£9.60	25	£7.20/1000	Delete "A" Insert "S"
Penicillin V 250mg tabs	500	£6.98	20	£5.24/500	Delete "A" Insert "S"
Pholcodine Linctus	500ml	£1.46	25	£1.10	Delete "A" Insert "S"
Propranolol 40mg tabs	1000	£27.86	80	£5.57/1000	Delete reference Pt V Category C
Propranolol 80mg tabs	500	£21.06	80	£4.21/500	Insert "S" in column (4)
Propranolol 10mg tabs	500	£5.88	70	£1.76/500	Insert "S" in column (4)
Propranolol 160mg tabs	100	£8.42	70	£2.56/100	Include in pt V
Quinine Sulphate 300mg tabs	500	£17.75	25	£13.31/500	Delete "A" Insert "S"
Spironolactone 25mg tabs	500	£39.20	20	£31.36	Add to DT Append with "S"
Spironolactone 100mg tabs	100	£31.35	20	£25.08	" " " " " "
Tolbutamide 500mg tabs	100	£3.42	65	£6.46/500	Add to Drug Tariff, " "
	500	£16.16	65		append with "S"

New Drug Tariff prices effective October 1

# Negotiating positions taken by both sides

The Pharmaceutical Services Negotiating Committee has taken the unusual step of releasing its own minutes of the meeting with Under Secretary John Patten. The minutes give contractors an opportunity to see the negotiating positions taken by both sides and the points conceded. The following is the slightly edited full text.

Mr Patten apologised for the absence of the Minister of State (Health) but said that he had authority to act on his behalf and that PSNC should be aware that there were strict financial restraints on the DHSS being imposed by the Treasury. He had been informed by his officials that the relationship between the Department and the PSNC had been very good over the years and he hoped that they could reach an amicable and speedy settlement. He wished to finalise two points:

1. The effect on pharmacy contractors of the 2.5 per cent reduction in drug prices imposed on pharmaceutical manufacturers and
2. The result of the discount inquiry.

## Effect of price reductions

Mr Sharpe stated that PSNC had calculated that, by the arbitrary reduction in drug prices of 2.5 per cent which had been imposed on pharmaceutical manufacturers, £1.4m was being taken away from the remuneration of pharmacy contractors. Mr A. Smith pointed

out the price change procedure whereby the prices of proprietary drugs would be paid at the reduced rate from September 1, 1983, but generic drugs would be reimbursed with effect from August 1, 1983.

Mr Patten said that contractors should have been aware of this fact as it was well publicised from the middle of July and they had had at

**"Contractors had six weeks to take action on drug price cuts" — Mr Patten.**

least six weeks to take action. Mr Sharpe pointed out that, even if contractors had been consulted by DHSS, there would have been no way in which they could have taken corrective action. Mr A. Smith expressed concern that no consultation had taken place between DHSS and PSNC over the reduction and that contractors were paying part of industry's bill.

Mr Patten asked how PSNC had arrived at the figure of £1.4m and was handed a statistical

paper prepared by Mr Brining. Mr Mayoh (Under Secretary, P3) stated that if the stockholding figure of seven weeks was agreed, PSNC's figures were approximately correct. Mr Sharpe pointed out that the last stockholding inquiry had shown pharmacy contractors hold seven weeks stock; this figure should be taken as factual. Mr Mayoh confirmed the figure but said DHSS would be pressing for a further stockholding inquiry in the near future.

**"DHSS will be pressing for a further stockholding inquiry in the near future."**

Mr Birch (Under Secretary, finance) stated that contractors had two weeks in July to reduce their stocks in addition to the whole of August for proprietary brands. Mr Bridger (PSNC) pointed out that under pharmacy contractors' terms of service they had to supply drugs "with reasonable promptness" and could not reduce stocks as they were unaware of which preparations were to be reduced and which were not.

Mr Silverman stated that a directive had gone out to all branches of Boots to maintain the normal level of stockholding and not to make reductions. Dr Wills confirmed that each pharmaceutical manufacturer had approached the reduction in a different manner — at least two companies had reduced only one product — and that it would have been very difficult for contractors to have reduced stocks to reflect the reduction.

Mr Patten agreed that a sum of not more than £1.4m would be credited to contractors and should be used to offset the amount owed

Continued overleaf



*Continued from p273*

in excess discount, although he pointed out that his officials calculated a figure of £1.36m.

### Discount inquiry

Mr Patten stated it was essential that DHSS received the monies owing to it as soon as possible and it would be unfair to pharmacy contractors for them to build up a larger debt. Action had to be taken in order that repayment of the excess discount should start on August 1, 1983.

Mr Sharpe drew attention to the notes of the meeting held with DHSS officials on July 11, 1983, when PSNC had stated it could not agree to repayment of the amount of £53m in nine months.

Mr A. Smith pointed out that should the whole £53m be repaid as a surcharge to the discount scale in nine months the profit level of pharmacy contractors would drop dramatically. He reminded DHSS that 2.6 per cent net profit had resulted in many closures and that the Franks Panel was set up because PSNC had considered this level of profit too low. Following the Franks Panel recommendations, the current net profit of pharmacy contractors was 3.6 per cent and this had corrected the closure rate. If the surcharge was larger than this figure, many pharmacies would close with a detrimental effect on the pharmaceutical service as a whole.

Mr Patten confirmed that DHSS was anxious to retain a satisfactory level of pharmaceutical service but pointed out that pharmacy contractors had had excess money for three years, should have been aware that they were receiving excess money and have made provision for repayment.

Mr Patten went on to say that £53m (ie

**"Contractors have had excess money for three years and should have made provision for repayment."**

£68m less £15m retained) was a large amount of money, particularly when the NHS as a whole was having to reduce its costs and the Treasury was pressing for the money to be returned quickly.

Mr Birch pointed out that contractors should have been aware of the discount level being deducted from them, and the larger discount being given by their suppliers, and should have made provision for repayment of this excess amount.

Mr Sharpe and Mr Bridger pointed out that it was difficult for individual contractors to realise what money they were actually receiving compared with what was being deducted, as suppliers had differing discount rates.

Mr Brining stated that PSNC had agreed to the discount inquiry and to be bound by its results. Both DHSS and PSNC had agreed in June 1981 that 5.4 per cent was required of contractors in setting aside reserves against discount under-deducted. Mr Mayoh stated that DHSS had always thought that 5.4 per cent average discount was not enough — hence the holding back of £15m. Mr Brining disputed this and stated that the reason for the withholding was in respect of discounts received over the period October 1980 to May 1981 and not because the discount figure of 5.4 per cent was too low.

Mr Sharpe confirmed that PSNC had always agreed to abide by the results of the discount inquiry and agreed to re-payment of the excess discount. It was the length of the repayment period and the level of surcharge

that was in dispute.

Mr Patten then stated the Department's position. There was a finite length of payment and the total amount should be paid by March 31, 1985. The monies to be paid by two levels of surcharge:

- ☐ For the period August 1 to December 31, 1983 — surcharge to be 5 per cent.
- ☐ For the remainder of the period, ie 15 months — surcharge to be at the rate of 2.1 per cent.

It was necessary to recover a large percentage of the monies owed in the current financial year and, in practical terms, it was possible to recover this only from prescriptions dispensed and priced in the first five months period. Prescriptions priced in January 1984 would not result in discount being taken away until the next financial year.

**"The treasury is insistent on obtaining the money owed quickly."**

Mr Patten went on to state that the Treasury was insistent on obtaining the money owed quickly and, had the inquiry shown that contractors were being over-discounted, PSNC would have expected the Department to have settled quickly. Mr Sharpe pointed out that if such monies were due to contractors from the Department, the track record of the Department would have shown that there would have been delay in payment and various excuses would have been used.

Mr A. Smith pointed out that although PSNC had agreed that contractors would pay £68/53m, it should be drawn to the Department's attention that they had saved the NHS this amount by their entrepreneurial activities. Mr Patten acknowledged this and

# Staying Power

**... from the new COTEC soda syphon bulb ...**

COTEC INTERNATIONAL is part of the worldwide Metal Box organisation. Their new, competitively priced bulb is designed to be extremely reliable and is manufactured using the most advanced technology available.



Yo  
COT

**THEY A**  
competiti

- COTEC CO<sub>2</sub> Bulb
- Homebrew equ
- Beer dispensers ●

COTEC INTERNATIONAL, Metal  
Telephone 023 57 2929 Telex 8

**Insist on the best, insist on**



said that the Department was grateful but, nevertheless, the monies were to be repaid as soon as possible. At this stage, Mr Sharpe asked for a 10 minute adjournment and the DHSS representatives withdrew.

On resumption of the meeting, Mr Sharpe stated that he had the remit from the Committee that the minimum repayment period be two years and if this were not forthcoming he had to insist on a meeting with the Secretary for Social Services which was his right. Mr Patten disputed this right but assured the representatives of PSNC that the Secretary of State would be prepared to meet them. Mr Sharpe rejected the dates suggested as it was impracticable to contact the members of PSNC at evening and a decision should be made that evening.

Mr Patten pointed out that, as far as the meeting was concerned, he was the Secretary of State and had full authority to reach a settlement and PSNC would be wasting its time in seeing the Secretary of State as no further concessions would be given.

Mr Patten stated that he could offer the 5 per cent front loading for the first five months and the balance to be spread over a period of two years. Mr Sharpe said that this was tantamount to asking contractors to work five months without any profit and asked that the surcharge be spread equally over the whole two years period, ie at 3 per cent. Mr Sharpe pointed out that no indication of a front loading had been given to PSNC at the last meeting and such a high figure was unacceptable. Mr Patten pointed out the urgency of the repayment and warned that the Secretary of State was able to impose this discount figure.

Mr Sharpe asked for a further adjournment.

On resumption Mr Sharpe made the offer that PSNC would accept 3.6 per cent loading over five months, the balance to be paid over the following nineteen months. He re-stated that pharmacy contractors could not be subjected, at any time, to a figure exceeding 3.6 per cent as this would mean they were dispensing with no profit whatsoever.

**"A surcharge over 3.6 per cent means dispensing with no profits whatsoever" — David Sharpe.**

Mr Birch asked how the figure of 3.6 per cent net profit was arrived at. Mr Brining stated that the Franks Panel had recommended 2 per cent pure profit and 2.5 per cent over bank rate. This, divided by total turnover, resulted in approximately 3.6 per cent net profit. Mr Sharratt (DHSS Statistics Division) pointed out that in 1982 the net profit was between 4 per cent and 4.2 per cent. Mr Brining, in reply, stated that this was in 1982 but in 1983 the bank rate had dropped dramatically.

Mr Patten stated that he was under severe Treasury pressure and could not drop the front loading surcharge to below 4.5 per cent. Mr Bridger stated that such a reduction would result in a loss of service, ie contractors would not open longer hours, stock levels would be reduced, and patients would, therefore, have to wait longer for prescriptions and have to call back for many items.

Mr Patten stated that PSNC's attitude was short-sighted. Contractors had been receiving excess payments for three years. They would know that there would only be a short period of underpayment which would be rectified in a full financial year. He could not believe that pharmacy contractors were so lacking in

business acumen.

Mr Sharpe stated that PSNC's final offer was 4 per cent front loading for the period August 1 to December 31, 1983, the sum remaining to be negotiated subject to outstanding amounts being deducted and this sum to be spread over the following 19 months, making 24 months repayments in all.

Mr Patten asked PSNC to explain what these outstanding amounts were. Mr A. Smith and Mr Brining listed the following six outstanding issues which had still to be settled:

1. Warehouse and distribution costs
2. Boots imputed level of discount
3. Notional pricing
4. Unacceptable endorsements
5. Retrospective income tax and corporation tax position
6. Outstanding statistical information

Mr Mayoh agreed that the first 3 items could be quantifiable and would overall release a sum of money which would be to contractors' advantage. The last three items were still subject to negotiations.

Mr Patten stated that he would be reporting to the Secretary of State and he expected an official letter of acceptance would be forthcoming. Mr Sharpe stated that he would put the agreement to his Committee for ratification. The meeting closed at 8.10pm.

#### Footnotes

1. The effect of a 4 per cent discount surcharge would be that contractors net profit on turnover would be reduced from 3.6 per cent to 0.4 per cent.
2. The Minister's proposals to surcharge 5 per cent for the first five months and surcharge 2.1 per cent for 15 months would have cleared the indebtedness over a 20 month period. The compromise agreement of a front loading of 4

*Continued on p277*



**leak** – thanks to the unique welded top  
**rust** – thanks to the anti-corrosive anodised finish  
**be disappointed** – thanks to  
 indeed fill

**AVAILABLE NOW!** Providing both  
 selling Prices and Excellent Margins

for: ● All re-chargeable soda syphons  
 CO<sub>2</sub> model aeroplane engines  
 ing systems

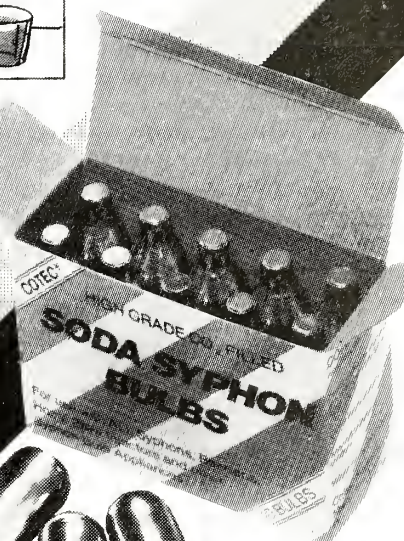
orth Road, Wantage OX12 9BP

**Bulbs from COTEC**

**Cotec®  
 CO<sub>2</sub> Bulbs**



part of  
 Metal Box plc





# "This is new Proflex. The Independent Ibuprofen Brand from International Laboratories."

Raymond Bellm. Managing Director.  
International Laboratories Ltd.



For the symptomatic relief of  
muscular aches and pains,  
including sprains, strains,  
backache, lumbago, fibrositis  
and rheumatic pain

36 TABLETS

Following the change in legal category for Ibuprofen International Laboratories have introduced Proflex Tablets for sale without a prescription. Not only will Proflex carry the International Laboratories Guarantee, but it will be supported by at least £500,000 Advertising in newspapers and magazines. That, coupled with its independent status, makes Proflex first choice for counter prescription of Ibuprofen.

For further details, contact  
International Laboratories Limited,  
Charwell House, Wilsom Road, Alton,  
Hampshire GU34 2TJ  
Telephone No. (0420) 88174

## Proflex

## FOR BACK PAIN



# Discount rate %

Monthly NIC	Basic	Total (basic + surcharge)	Monthly NIC	Basic	Total (basic + surcharge)	Monthly NIC	Basic	Total (basic + surcharge)
1-125	1.00	3.00	9751-9875	6.62	11.32	28001-28250	7.43	11.08
126-250	1.25	3.45	9876-10000	6.65	11.30	28251-28500	7.45	11.15
251-375	1.50	3.90	10001-10125	6.67	11.27	28501-28750	7.46	11.21
376-500	1.75	4.35	10126-10250	6.69	11.24	28751-29000	7.47	11.27
501-625	2.00	4.80	10251-10375	6.71	11.21	29001-29250	7.48	11.33
626-750	2.25	5.25	10376-10500	6.72	11.17	29251-29500	7.50	11.40
751-875	2.50	5.70	10501-10625	6.73	11.13	29501-29750	7.51	11.46
876-1000	2.75	6.15	10626-10750	6.75	11.10	29751-30000	7.52	11.52
1001-1125	3.00	6.60	10751-10875	6.76	11.06	30001-30250	7.54	11.59
1126-1250	3.19	6.99	10876-11000	6.77	11.02	30251-30500	7.57	11.67
1251-1375	3.36	7.36	11001-11250	6.79	10.99	30501-30750	7.61	11.76
1376-1500	3.51	7.56	11251-11500	6.81	10.96	30751-31000	7.64	11.84
1501-1625	3.64	7.74	11501-11750	6.83	10.93	31001-31250	7.67	11.92
1626-1750	3.75	7.90	11751-12000	6.85	10.90	31251-31500	7.70	12.00
1751-1875	3.84	8.04	12001-12250	6.87	10.87	31501-31750	7.73	12.08
1876-2000	3.91	8.16	12251-12500	6.88	10.83	31751-32000	7.76	12.16
2001-2125	3.97	8.27	12501-12750	6.89	10.79	32001-32250	7.79	12.24
2126-2250	4.02	8.27	12751-13000	6.89	10.74	32251-32500	7.81	12.31
2251-2375	4.07	8.27	13001-13250	6.90	10.70	32501-32750	7.84	12.39
2376-2500	4.12	8.27	13251-13500	6.91	10.66	32751-33000	7.87	12.47
2501-2625	4.17	8.27	13501-13750	6.91	10.61	33001-33250	7.90	12.55
2626-2750	4.22	8.27	13751-14000	6.92	10.57	33251-33500	7.92	12.62
2751-2875	4.27	8.27	14001-14250	6.93	10.53	33501-33750	7.95	12.70
2876-3000	4.32	8.37	14251-14500	6.94	10.49	33751-34000	7.97	12.77
3001-3125	4.37	8.47	14501-14750	6.95	10.45	34001-34250	8.00	12.85
3126-3250	4.42	8.57	14751-15000	6.96	10.41	34251-34500	8.02	12.92
3251-3375	4.47	8.67	15001-15250	6.96	10.36	34501-34750	8.05	13.00
3376-3500	4.52	8.77	15251-15500	6.97	10.32	34751-35000	8.07	13.07
3501-3625	4.57	8.87	15501-15750	6.98	10.29	35001-35250	8.10	13.20
3626-3750	4.62	8.97	15751-16000	6.99	10.24	35251-35500	8.12	13.32
3751-3875	4.67	9.07	16001-16250	7.00	10.20	35501-35750	8.14	13.44
3876-4000	4.72	9.17	16251-16500	7.01	10.16	35751-36000	8.17	13.57
4001-4125	4.77	9.27	16501-16750	7.02	10.12	36001-36250	8.19	13.69
4126-4250	4.82	9.42	16751-17000	7.03	10.08	36251-36500	8.21	13.81
4251-4375	4.87	9.57	17001-17250	7.04	10.04	36501-36750	8.23	13.93
4376-4500	4.92	9.72	17251-17500	7.05	10.05	36751-37000	8.26	14.06
4501-4625	4.97	9.87	17501-17750	7.06	10.06	37001-37250	8.28	14.18
4626-4750	5.02	10.02	17751-18000	7.07	10.07	37251-37500	8.30	14.30
4751-4875	5.07	10.17	18001-18250	7.08	10.13	37501-37750	8.32	14.37
4876-5000	5.12	10.32	18251-18500	7.09	10.19	37751-38000	8.34	14.44
5001-5125	5.17	10.47	18501-18750	7.09	10.24	38001-38250	8.36	14.51
5126-5250	5.22	10.62	18751-19000	7.10	10.30	38251-38500	8.38	14.58
5251-5375	5.27	10.76	19001-19250	7.11	10.36	38501-38750	8.40	14.65
5376-5500	5.30	10.80	19251-19500	7.12	10.42	38751-39000	8.42	14.72
5501-5625	5.34	10.84	19501-19750	7.13	10.48	39001-39250	8.44	14.79
5626-5750	5.38	10.88	19751-20000	7.14	10.54	39251-39500	8.46	14.86
5751-5875	5.42	10.92	20001-20250	7.14	10.59	39501-39750	8.48	14.93
5876-6000	5.46	10.96	20251-20500	7.15	10.65	39751-40000	8.50	15.00
6001-6125	5.50	11.00	20501-20750	7.16	10.71			
6126-6250	5.54	11.04	20751-21000	7.16	10.76			
6251-6375	5.58	11.08	21001-21250	7.17	10.82			
6376-6500	5.62	11.12	21251-21500	7.17	10.87			
6501-6625	5.66	11.16	21501-21750	7.18	10.93			
6626-6750	5.70	11.20	21751-22000	7.19	10.99			
6751-6875	5.74	11.24	22001-22250	7.19	11.04			
6876-7000	5.78	11.28	22251-22500	7.20	11.10			
7001-7125	5.82	11.32	22501-22750	7.21	11.16			
7126-7250	5.86	11.36	22751-23000	7.21	11.21			
7251-7375	5.90	11.40	23001-23250	7.22	11.17			
7376-7500	5.94	11.44	23251-23500	7.22	11.12			
7501-7625	5.97	11.47	23501-23750	7.23	11.08			
7626-7750	6.01	11.51	23751-24000	7.24	11.04			
7751-7875	6.04	11.54	24001-24250	7.24	10.99			
7876-8000	6.07	11.52	24251-24500	7.25	10.95			
8001-8125	6.11	11.51	24501-24750	7.26	10.91			
8126-8250	6.15	11.50	24751-25000	7.27	10.87			
8251-8375	6.19	11.49	25001-25250	7.28	10.83			
8376-8500	6.23	11.48	25251-25500	7.29	10.79			
8501-8625	6.27	11.47	25501-25750	7.30	10.75			
8626-8750	6.31	11.46	25751-26000	7.31	10.71			
8751-8875	6.35	11.45	26001-26250	7.32	10.67			
8876-9000	6.38	11.43	26251-26500	7.34	10.64			
9001-9125	6.42	11.42	26501-26750	7.35	10.70			
9126-9250	6.46	11.41	26751-27000	7.37	10.77			
9251-9375	6.49	11.39	27001-27250	7.38	10.83			
9376-9500	6.52	11.37	27251-27500	7.39	10.89			
9501-9625	6.56	11.36	27501-27750	7.41	10.96			
9626-9750	6.59	11.34	27751-28000	7.42	11.02			

## PSNC negotiates

### Continued from p275

per cent and repayment of the balance over 19 months (ie 24 months overall) would result in a subsequent surcharge of between 1 per cent and 2 per cent dependent on the indebtedness being reduced by a satisfactory outcome from negotiations on the outstanding matters and a £1.4m agreed reduction due to the credit for price charges.

## Ministers' confirmation

Mr John Patten confirmed the results of the negotiations as follows:

I am very pleased that we were able to reach agreement at our meeting last night on the two issues you and Alan Smith raised in letters of July 19 and 22 to Kenneth Clarke. I am writing as promised to record the terms of the agreement.

We all accepted that as a result of the 2½ per cent price reductions NHS drugs (both proprietaries and generics) from August 1 pharmacists would suffer a loss on stock held and that on the basis of an average stockholding period of seven weeks this loss would be of the order of £1.4m I therefore

*Continued on p278*



# NPA branch tells supermarket its membership is 'offensive'

West Dorset branch of the National Pharmaceutical Association has told the International supermarket chain that it finds its membership of the NPA "offensive."

In a letter to the manager of International Stores, Weymouth, Mr P. Clarke, NPA branch secretary, says: "Normally new members to our area are made welcome by our branch members, but I am afraid the decision last year to accept supermarket chains into membership, by our national committee, is offensive to most if not all members at grass roots level. Our local committee has therefore unanimously asked that I write to you conveying these sentiments, and at the same time drawing your attention to the existence of the Company Chemists Association, an organisation which would seem to be ideally suited to large public companies."

"Whilst we accept that as members

you have a legal right to attend our meetings, you will appreciate that your welcome and that of a representative you delegate will be muted.

"These notes are not only directed at International Stores. Our reaction would have been similar, and directed at any supermarket or similar type member who takes advantage of the remarkable (to us) decision taken by our national body in 1982."

An NPA spokesman told *C&D* this week that the branch letter would be drawn to the attention of the Board because it went against NPA policy. It was also against the spirit and the letter of the branch constitution which required branches to promote a co-operative spirit among members and the observations of business and professional standards will uphold the prestige of members in the area.

## Woman called in and sacked on day off

A woman assistant in a Hemel Hempstead pharmacy told a London industrial tribunal last week that she was called in on her day off — and told she was sacked.

Mrs Rosamund Taylor, of Washington Avenue, Grove Hill, was awarded £274 compensation against her former employer, Mr Micheal Mockler of The Grove Hill Pharmacy in Henry Wells Square. Mr Mockler wrote to the Tribunal accusing Mrs Taylor of gross misconduct, but did not attend the hearing of her unfair dismissal claim.

Tribunal chairman Mr Christopher Waud said Mrs Taylor's evidence had not been refuted. "Normally the respondent attempts to dispute any matters he wants

to dispute."

Mrs Taylor said she had been an assistant at the shop for two and a half years, working four weekday afternoons and every other Saturday afternoon. She was called in one Wednesday morning and told by Mr Mockler that she was not needed any more.

"He kept offering me a wage packet, but I refused it. I said I wanted a reason for dismissal. He wouldn't give me one. He told me I wasn't to enter the shop again, to get out and that I was trespassing."

She wrote asking why she had been dismissed, but he did not reply. She had received no warnings of any sort from Mr Mockler and he had no reason to accuse her of anything. Mrs Taylor said she now worked in a shop next to the pharmacy at a slightly better rate of pay.

## Minister confirms discount measures

*Continued from p277*

agreed as compensation to set off the sum £1.4m against the amount due to be repaid to the Department following the outcome of the discount inquiry.

On the wider issue of implementing the results of that inquiry we reached agreement in your discussions with officials on July 11 and our frank and helpful exchanges yesterday on the following measures:

1. The introduction on prescriptions dispensed from August 1, 1983, of a new higher discount scale, averaging 6.5 per cent plus;
2. A reduction in Drug Tariff prices for generics sufficient to equate to the remaining 0.67 per cent found by the inquiry. This would be achieved by a revised pricing formula, selective price reductions to a number of recently prescribed items, and a further overall reduction to generic prices, the details to be agreed separately at official level; plus:

3. The introduction of an additional discount surcharge to achieve the full recovery of the sum due to the department over two years. Both sides accepted that this sum would be in the region of £53m subject to adjustment following resolution by negotiation at official level of a number of outstanding issues ie, the imputation for Boots pharmacies, notional pricing, warehousing and distribution costs unaccepted endorsements and taxation (I should say now that I see little scope for the Department to accept your claims on the last two items, though we do accept that individual pharmacists should be advised of unaccepted endorsements as soon as computerisation of the PPA makes this operationally practicable). These items do not include the return to the balance sheet of the £15m withheld in 1981 as you originally proposed. We agreed that the rate of surcharge would be 4 per cent for prescriptions dispensed between August 1 and December 31, 1983, the rate would then be adjusted on prescriptions dispensed in the subsequent 19 months to achieve the even repayment of the balance of the sum due to the Department.

## Ponstan from Malaya

Parke Davis are warning pharmacists to be on the look out for Ponstan capsules which originated in Malaya but are being offered to retail chemists in the UK.

The company is in possession of a pack of the capsules, which, *C&D* understands, were given to a representative by a Midlands pharmacist.

There is no UK product licence for the Malaysian product, it does not comply with labelling requirements under the Medicines Act, and as a result of local manufacturing practice the formulation and method of manufacture differ from those used in the UK.

Parke Davis say that pharmacists dispensing such a product do so entirely at their own risk, and in no circumstances can the company accept any liability arising from its use, including any recall.

## No typhoid vaccine until next month

Wellcome have no more typhoid vaccine available until the beginning of September — the company admits it was over optimistic last week when it thought demand would drop off and demands could be met.

In the two weeks up to August 11, Wellcome say they had supplied seven month's worth of vaccine — enough to protect 7 million people. On August 9, 10 and 11 some wholesalers were supplied with around 50 per cent of their orders, with those "later in the queue" receiving only about 25 per cent.

*C&D* received several complaints from subscribers after last week's Wellcome statement: none having been able to obtain supplies for some time. A Surrey pharmacist said he had 12 vials at the beginning of the "scare" and, having been promised six more, took in six scripts. He then had to turn away 30 people actually going to Kos whom he could not supply.

Unichem say they rationed out final stocks as fairly as possible last week, supplying three to six vials per member. They have cancelled all orders in the pipeline and will discuss the position with Wellcome when more vaccine is available.

Other wholesalers contacted by *C&D* confirmed they had distributed all their stocks towards the end of last week.

## Oxygen concentrators

Patients much preferred to use a concentrator rather than oxygen cylinders for long term domiciliary oxygen treatment, according to a report in this week's *British Medical Journal*.

Not only are oxygen concentrators acceptable, they are cheaper than other methods of providing patients with oxygen at home, the report says.



# COUNTER ATTACK

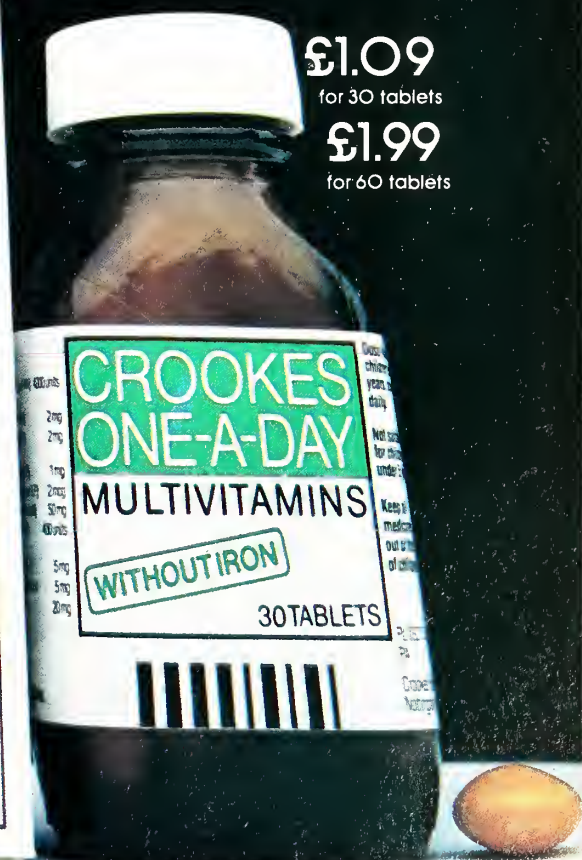
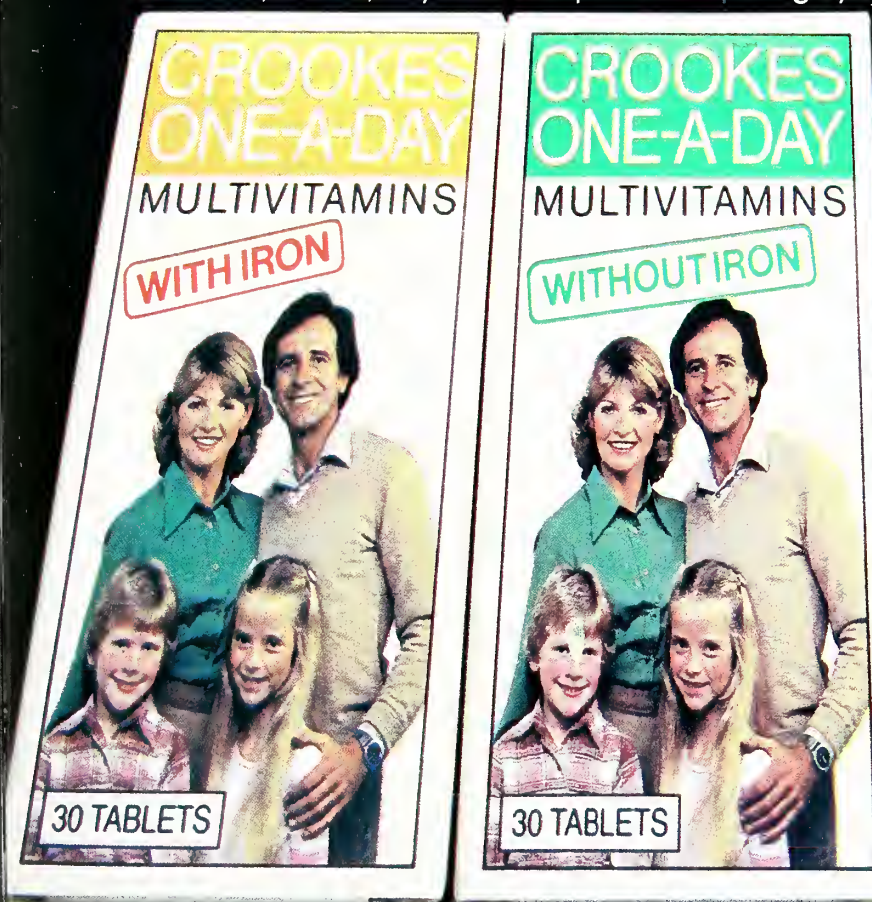
Now with and without iron.  
Twice the ammunition.

Already, Crookes One-A-Day with iron is the fastest growing multivitamin brand.

Now we are offering Crookes One-A-Day in a new without iron formulation, as well, so you can expect to

sell twice as much.

To make sure, we are spending £500,000 nationally on a new television campaign. And we are offering it at a highly competitive retail price.



£1.09

for 30 tablets

£1.99

for 60 tablets

CROOKES ONE-A-DAY MULTIVITAMINS

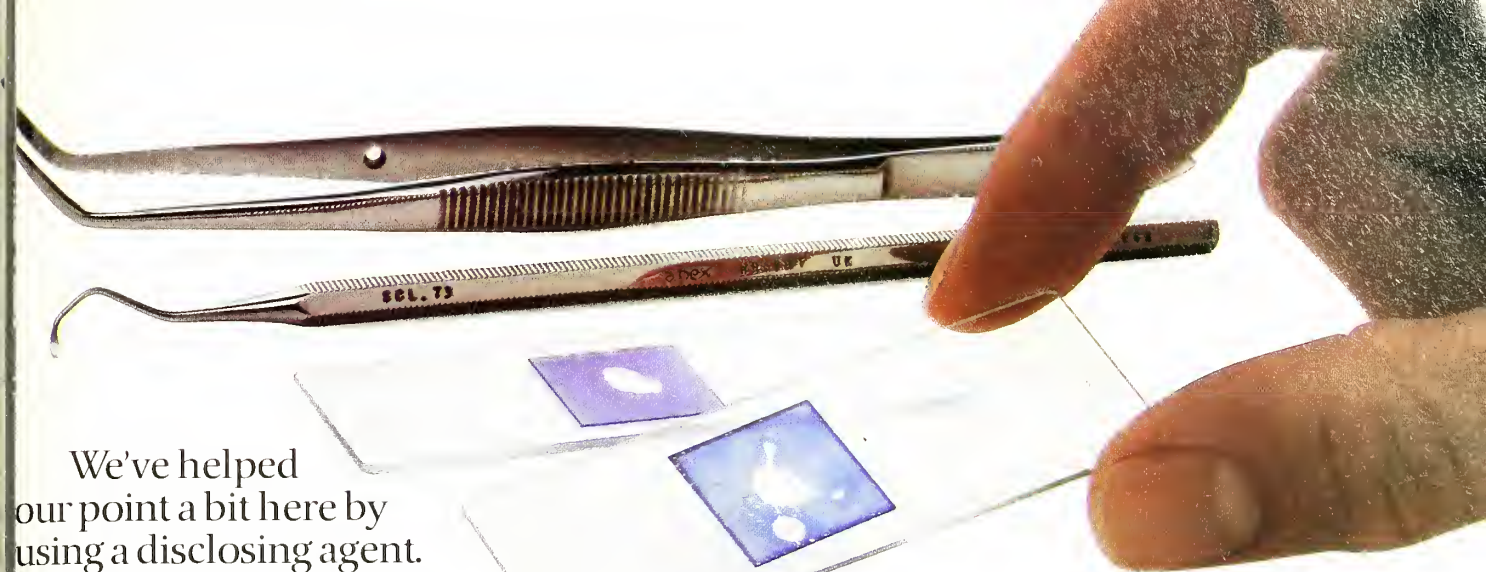


# PLAQUE IS NO ORNAMENT

---

Or how Elgydium can help reduce  
harmful dental plaque and gingival disorders.





We've helped our point a bit here by using a disclosing agent. Actually plaque caused by food debris on teeth is invisible as you well know.

But the worst thing of all is the speed at which it forms, in just a few hours. Without proper tooth care, it can lead to enamel decay, tartar formation, gingival disorders and even receding gums.

Twice daily brushings, after meals, are essential.

But to help with this regime now there is Elgydium toothpaste.

Elgydium is fresh-tasting and with its Chlorhexidine Digluconate ingredient, at 0.004%, really does help reduce plaque build-up.

As well as Elgydium toothpaste, there is a new range of plaque searching toothbrushes. The 2000 carefully rounded polyamide bristles form a dense continuous mat to help dislodge plaque from every surface of the tooth.

Elgydium toothpaste and toothbrushes are available along with an attractive display stand for your counter.

Made under the strictest pharmaceutical conditions by Concept Pharmaceuticals, Elgydium products are imported from France.

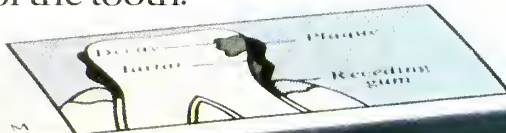


Concept Pharmaceuticals Limited  
Russell House, 59-61 High Street  
Rickmansworth, Hertfordshire AL5 4SR  
Tel No: Rickmansworth 779388

permanent hazard  
an invisible film that  
it creates a perfect  
where, and is often in  
decay, tartar forma  
sorders, and receding

To prevent the damaging effect of dental plaque, it must be removed daily from every surface of each tooth, both on the inside and the outside faces.

Laboratoire Européen du Médicament - E.E.M.  
125, rue de la Casandère - 75116 Paris - France



TOOTHPASTE  
**ELGYDIUM®**

for treating dental plaque  
75 ml

TOOTHPASTE  
**ELGYDIUM**





# Two counter- measures against diarrhoea.

**Imodium** TRADEMARK



loperamide hydrochloride 2 mg

for the rapid relief  
of diarrhoea

Dosage - see enclosed leaflet

**Imodium** TRADEMARK



loperamide hydrochloride 2 mg

for the rapid relief  
of diarrhoea

Dosage - see enclosed  
leaflet

4 capsules

8 capsules

**New handy packs  
for counter prescribing  
from Janssen.**



Further information is available on request from  
Janssen Pharmaceutical Limited, Janssen House, Chapel Street, Marlow, Bucks. SL7 1ET.  
Tel: Marlow (06284) 71744 Tele c: 847788



## TOPICAL REFLECTIONS

By Xrayser

## Next step?

Having read last week's editorial comment "Clothier anger" I was naturally drawn to read the article by K.C. Sims of Dorset dealing with the factors which bear on rural pharmacy. It's quite selective, although it might well have been strengthened by figures put out regularly by the RPA.

However as a basic document for giving a tight account of the realities influencing the actions of two professions who ought to be close buddies it will surely bring an unhappy enlightenment to those bemused worthies who come as laymen to ensure the public is well served by the various committees of FPCs. I hope the document will get wide distribution, because it raises a whole lot of unanswered questions.

Why, for example, do the prescribing-only doctors put up with a situation which allows a few of their dispensing colleagues

to wax fat at their expense? Why, when *any* Government paymaster department has an absolute obligation to supervise closely the work and expenses of contractors, has one particular small group, purporting to do the same work as another group whose discipline *is* that particular work, been allowed to milk the system without let or hindrance, to the detriment of the genuine professional in the field?

And why haven't those lowly displaced pro's kicked up an unholy row before? (which isn't fair — but it needs the whole combined weight of the Society).

So if we view Mr Sim's effort as a step actually to move information to the people who have some power to affect what is happening, I have to ask....what is the next step? I have a feeling the rest of us have to make our play soon, and only hope we are well prepared and will act as a proud, effective professional body should.

of a self-contained, comprehensive pharmaceutical service wherever it is needed.

There was a time when it was my ambition to own a “high class pharmacy.” Those days are gone. There was a time when I looked forward to taking an assistant or two who would become junior partners until I retired (with a director’s retainer of course) when they in turn would take in others. Like the good law practice. But leapfroppers and surgery changes put paid to that, so for what it is worth, I’m just Me & Co — by myself.

I find I don't care for it much, since I have to be all things in one; and at times it's not possible, and I fail. But for all that, it's better than working for the pirates I have seen come and go.

Nevertheless, if pharmacists and pharmacy are to gain a proper respect

from the community, the pharmacist will have to assert his position. I don't think individual ownership is essential, having seen of late how incredibly small-minded one can become when the only stimulus all day is your own. Shared ownership makes more sense. But even this looks unlikely in this daft country.

So as an achievable target for our efforts, let us ponder how to get the contract for NHS dispensing into the hands of the pharmacist responsible for its fulfilment. This achievement might lead naturally to professional ownership, or perhaps to franchise operations in prime sites, or within bigger stores, or to chains of pharmacist-owned competing pharmacies. But what ever else it might do, it would unite us in professional matters as nothing else.

And then, Heaven help those who let us down. At present I think our Society might have the strength to say "Boo" to a goose (and to me, of course) but that's just my view of its get-up-and-go potential, judged from its record so far. It grieves me . . . and I mean that sincerely.

## One man, one shop?

I have received a long, thoughtful, and thought-provoking letter from a superintendant pharmacist whose name I withhold in case I should cause him difficulties. But in it he questions my advocacy of one man one shop.

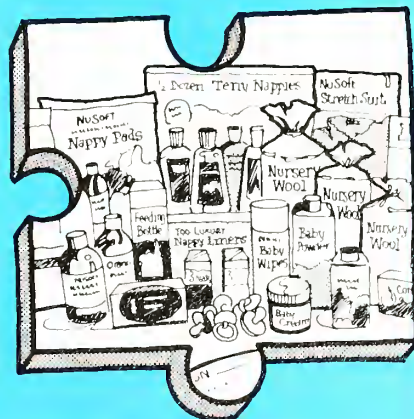
It is clear I must open up on the subject. Since it is better to be positive, let me say, I believe the ownership and control of retail pharmacy should be in the hands of pharmacists, and that there should be no place for the commercial entrepreneurs or company games in our profession. Then, I would expect a substantial improvement in the standards of premises and activities, as befits a self-governing profession, with the power to ensure not just standards of education or observation of legalities, but the provision

## Corporate

I take it all back. We are going to have a “Corporate Identity” by order of the Council. Hooray, hooray, soon we’ll know quite who we are! Thank goodness, I was beginning to get worried I might have to struggle on without a logo on my carrier bags.

From my reading of the report the only one who talked any sense was a Mr G. Walker who innocently pointed out the intention had been to provide a symbol to indentify pharmacies for the public, not to design a house-style for the profession. Never mind, like it or lump it we'll blow our twelve thousand quid in October, and give thanks to the man who thought the scheme up.

# DO YOU STOCK THE BEST OWN-BRAND RANGE IN INDEPENDENT PHARMACY?





## Rubinstein — looking for growth and a new image with chemists

Helena Rubinstein are looking to improve their image with retail chemists and have planned a series of promotions and activities to reposition the company as a premium, limited distribution cosmetic house.

Managing director Franco Sgardello told *C&D* that Rubinstein aim to review their existing 500 chemist accounts and will be looking to add a further 100 chemist outlets.

In the past five years the company has been through five structural changes. Prior to July 1979 Rubinstein were part of the Colgate-Palmolive empire when it was sold off to Albi Enterprises for \$20m — well below the asking price of \$122m.

By December 1980 the ill-fated marriage with Coty was also on the rocks and the two companies decided to go their own separate ways — Coty becoming Rigease. Rubinstein had used this 20-month alliance to build up distribution through chemist outlets stocking Coty until it stood at some 3,500. The ending of the Coty alliance saw this drastically reduced to 500.

### A costly mistake

The Coty mistake cost us \$20m, says Mr Sgardello, and we have only just recovered. "In the two and a half years since then we decided to reposition Rubinstein replacing the mass market appeal with an upmarket identity. For the first two years we concentrated on department stores and to a certain extent forgot the chemists.

"That wasn't intentional. The role played by the chemist was important but we had limited resources to play with. Now we have consolidated our position in the department stores, phase two of our



*This purse holding a lipstick and nail enamel is one of the chemist-only promotions*

plan concerning chemists can begin."

Mr Sgardello believes that the criteria for selecting chemist outlets three years ago was different to that used nowadays. We are now a premium cosmetic house — we weren't three years ago, he says.

The hunt is on therefore for "the outlets we know nothing about . . . the existing top chemist accounts which aren't at the moment our distributors."

Thirty or forty of the existing outlets could be closed Mr Sgardello predicts and a further 100 more suitable accounts opened. A salesman is to be given the specific task of identifying potential new outlets although anyone interested should contact the company direct. Opening parcels start at £1,200 wholesale.

A series of some 50 training schools are to be undertaken on a nationwide basis to update assistants on the existing Rubinstein range and the company is also finalising plans for a scheme to put consultants in individual stores for a

week-long promotion. Two consultants — one in the North and the other working in the South — will be available to spend one week in any pharmacy giving advice to customers and assistants alike. The company does stress however that the success of such a scheme depends on the individual retail chemist publicising it locally. Tested last year Rubinstein claim the project added on average £1,000 to sales in the actual promotion week and saw sales maintain a 50-60 per cent increase in the subsequent eight weeks.

Representatives will also carry promotions "specifically designed to chemists". The first such scheme enables the customer to select a lipstick and nail enamel of her choice presented in a cosmetic purse for £3.75 — the price of one item — when making any purchase from the range. Promotional support includes a counter card and window system. *Helena Rubinstein Ltd, Central Lane, West Molesey, Surrey.*

## National TV push

A £650,000 national television campaign to support Sunsilk complete care shampoo is currently running until early September. The commercial stresses the shampoo as providing overall care for the hair. *Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY.*

## Carven at Christmas

Madame de Carven eau de toilette vapo spray (30ml, £16.50) will carry a Christmas on-pack offer of a scarf in the Carven colours of gold, amber and brown. The spray is currently being offered for £9.95 in a merchandising unit of 12. *Parfums Pierre Cardin, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

**DO YOU NEED HELP TO  
SET UP SHOP OR IMPROVE  
YOUR BUSINESS?**





## New cosmetic company turns to chemists

A company which was formed just over a year ago is poised to enter the chemist market with a range of cosmetic and toiletry products containing natural ingredients and offered at competitive prices.

Larissa Ann Cosmetics are launching a range of five cosmetic tissues — nail polish remover, face and eye make-up remover, medicated skin cleanser, and skin toning refresher tissues (all in packs of 50, £1.99).

Superslim press-on towels in packs of 10 (£0.49) are also being introduced and are described as having the same level of absorbency as traditional full-size towels while only one third the thickness.

The company is the achievement of Michael Lefort, who was previously the UK agent of sanpro wholesalers Dafoe-Dafoe. Mr Lefort is also introducing to chemists two products currently being sold through major department stores and chemist multiples — Fixanail (£1.59), an adhesive for split nails supplied in a container no larger than a pen, and Larissa bodysprays in three variants —

imagination, musk and new dawn (75ml, £0.69).

Mr Lefort believes his range offers the independent and smaller multiples the opportunity to compete with the major multiples on quality and price.

National accounts sales manager Chris Sebire says: "These products bring modernity into the market place. The removers, for example, contain no oily ingredients so that fresh make-up can be immediately re-applied. With them there is no need to use cotton wool or lotions and creams while Fixanail fits easily into handbags making it more convenient than most other brands."

He points out that Larissa's prices are highly competitive because the company is looking for profit margins akin to the own brand products by the multiple retailers.

The launch is to be supported from mid-September with a 12-month £120,000 advertising campaign in the leading women's Press. Shelf barkers are provided for POS.

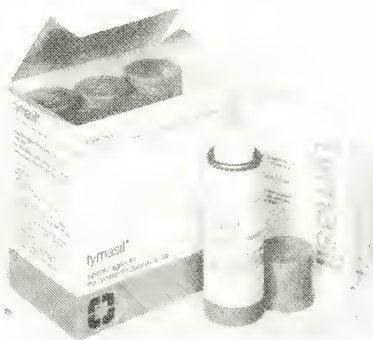
Larissa's range is being distributed from October by national and regional wholesalers. Introductory launch offers are available. *Larissa Ann Cosmetics, 1 Willis Way, Fleets Industrial Estate, Poole, Dorset BH15 3SS.*

## Novel attack on house dust mite

A new approach to the house dust mite problem has been introduced by Brocades in the form of an aerosol.

Tymasil containing an antifungal agent, natamycin, destroys certain *Aspergillus* species which would normally render dead skin scales digestible to the mite — effectively starving the mites to death.

Each pack of six sprays (£17.25) is sufficient to treat a single mattress and both sides of two pillows for one three-month course, say Brocades. The treatment should be repeated after about three months when the mite population has built up again. Patients are still advised to vacuum dead mites from bedding because they are antigenic.



The product is currently being detailed to hospital specialists. GPs are to be informed later in the year. Brocades say Tymasil will be available only through pharmacies. Supplies may be obtained through selected wholesalers including Vestric and Macarthy's. *Brocades (Great Britain) Ltd, Brocades House, Pyrford Road, West Byfleet, Weybridge, Surrey.*

## Premium Bond prizes for baby stories

Cow and Gate baby meals, fruit drinks and Liga rusks are to be supported from September with a consumer competition offering prizes totalling £6,000 in premium bonds.

The promotion — "Secure your baby's future with Cow and Gate" will run for three months. To learn the details of the competition entrants must ring one of six regional telephone numbers found on POS material and advertisements in *Family Circle*, *Living* and *Parents*. A recorded message by Wendy Craig — star of the television series *Nanny* — will give details of the competition and explain the benefits of Cow and Gate baby foods.

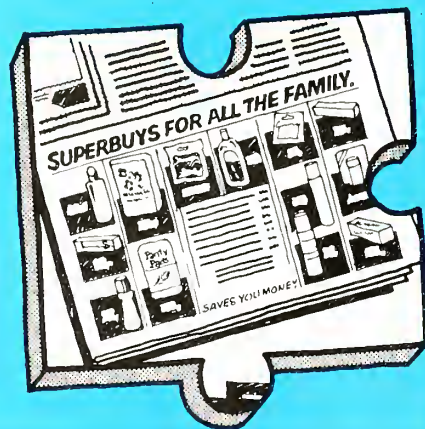
Entrants must submit a story of no more than 50 words about their baby using a theme chosen by the company for each month — September's theme is mealtimes, October's bathtime and November's bedtime. There is no limit to the number of entries as long as they are accompanied by the necessary proofs of purchase. *Cow and Gate Ltd, Cow and Gate House, Trowbridge, Wilts.*

## Barclays promotions until September

Barclays Enterprise offers for the period August 22–September 17 include Andrex, baby Ribena, Contour blades, Paddi Cosifits, Enterprise baby pants, Harmony hair colour and hairspray, Impulse bodyspray, Lil-lets, Milton 2, Mum Quick Dry and Vespré.

Supporting offers include Aapri, Airwick, Angiers junior aspirin, Atrix, Bristows hairspray, Casual, Efferdent, Evans generics, Free Style, Hedex, Karvol, Listerine, Listermint, Marigold household gloves, Milk of Magnesia, Natrena, Ostermilk, Proflex, Recital, Right Guard, Silkience, Strepsils, Toni perms and Woodwards gripe water. *Barclays & Sons Ltd, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT.*

**DO YOU HAVE THE  
BENEFIT OF MONTHLY  
PROMOTIONS WITH  
NATIONAL ADVERTISING?**







## NPA launches health food range under Sunpure banner

A range of health foods, vitamins and dietary supplements marketed under the Sunpure banner is to be introduced by Independent Chemists Marketing Ltd. Packaging has a strong corporate image and while retail prices will be competitive the aim is to market high quality products in a comprehensive range "suited to both the committed retail pharmacists and those who are only dabbling".

The current health food market is valued at over £87.5m — greater than toothpaste, shampoo, baby food, deodorants and disposable nappies — with growth potential to reach £129m in the next three years. The health food market is growing at a steady rate, says Keith Sinclair, marketing controller of NPA Products, due mainly to consumers looking for more professional advice and less 'gimmickry'.

The Sunpure range majors on basic demand health foods comprising bran, muesli, unsweetened muesli, bran breakfast, plus a selection of four wholefood slices — fruit & nut, protein, oat apple & raisin, oat apricot & almond,

and two counter bars — roasted peanut bar and carob chip bar. Also available are a group of essential vitamins and dietary supplements including vitamin B6, B complex, vitamin C, vitamin E, ginseng, blackstrap molasses & iron, cod liver oil, wheatgerm oil, safflower oil, sea kelp & potassium, garlic oil, lecithin, brewers yeast, multi-vitamins & mineral capsules plus a slimmers supplement.

### Discounts on starter packs

The range is to be launched in September with extra discounts on the two composite starter packs. Included in the September Memo will be an illustrated brochure covering the market details and suggested merchandising layout. Each pack is identified as being specially packed for Numark Chemists, although they will be available to all NPA members.

ICML see this as their biggest range launch since the introduction of Nucross packed goods in 1979 where retail sales are now in excess of £2.2m. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

## Cream Silk challenge in women's Press

Full page colour advertisements in *Woman* and *Woman's Own* during September will launch the Cream Silk Challenge. Consumers will be invited to try Cream Silk regularly for two weeks and will be given the opportunity this autumn to claim their money back if they

can find a conditioner that leaves their hair softer, shinier or more manageable than Cream Silk. The refund offer is open to the end of December.

Elida are also introducing extra value packs of Cream Silk's large (100ml) and economy (200ml) sizes which will include 20 per cent extra product free. Packs will be available while stocks last. *Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY.*

## Boost in Confidence for Wella

Wella have increased the choice of shades in the Colour Confidence range to 18 adding deep amber and spicy plum. An interlocking shelf merchandiser holding 15 tubes of the 125ml wet gel is also available together with supporting consumer leaflets. The merchandiser has been designed to interlock with the existing styling lotion units. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

## Capital campaign for Contour razors

In a four week period commencing August 29, Gillette are to advertise Contour razors on Capital Radio. During this period no other medium will be used for advertising in the London area. A budget of £29,000 has been allocated for the advertisements which will run throughout the Breakfast Show. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

## Proflex prices

The price of Proflex packs of 12s is £0.88 and not as stated last week, p253.

## ON TV NEXT WEEK

<b>L</b> London	<b>WW</b> Wales & West	<b>We</b> Westward
<b>M</b> Midlands	<b>So</b> South	<b>B</b> Border
<b>Lc</b> Lancs	<b>NE</b> North-east	<b>G</b> Grampian
<b>Y</b> Yorkshire	<b>A</b> Anglia	<b>E</b> Eireann
<b>Sc</b> Scotland	<b>U</b> Ulster	<b>CI</b> Channel Is
<b>Bt</b> Breakfast Television		<b>C4</b> Channel 4

<b>Aquafresh 3:</b>	All areas
<b>Bic razors:</b>	All except U
<b>Cidal soap:</b>	Bt
<b>Germolene cream:</b>	Lc
<b>Hedex:</b>	All except U
<b>Hedex soluble:</b>	All except U
<b>Limara body spray:</b>	All except U, We, B, E, CI
<b>Lucozade:</b>	All areas
<b>Oil of Ulay:</b>	All areas
<b>Optrex lotion and drops:</b>	All areas
<b>Pampers disposable nappies:</b>	All areas
<b>Phensic:</b>	All areas
<b>Sensodyne toothpaste:</b>	All areas
<b>Sunsilk complete care shampoo:</b>	All areas
<b>Tri-ac:</b>	All except M, WW



Powerful promotions, shop development and a best selling own-label range of products. These are just some of the benefits you can enjoy when you join Numark, in addition, of course, to a first class ethical service\*.

# NUMARK, WHERE EVERYTHING FITS TOGETHER FOR MAXIMUM EFFICIENCY AND PROFIT.

## Massive Buying Power.

Numark Wholesalers offer big discounts on top quality brands, so you can buy in cheaply and sell really competitively.

## Staff Training.

Advice, demonstrations, discussions and training films for managers and staff.

## Help with Finance.

Loans can be arranged for up to twenty years for refitting or business development.

## Big impact promotions.

Special low-price promotions every month supported by large-scale advertising in national newspapers, Ulster television and women's magazines.

**Shop development.**  
Expert advice on site location, shop design and refitting.

**Own label products.**  
Everything from baby care and household products to packed goods and surgical dressings in the exclusive NPA range.

## Price Freezer Promotions.

Prices held for four months on a selection of popular family buys, to emphasise your competitiveness.

## Computer Technology.

Advice and assistance with the latest developments in pharmacy.

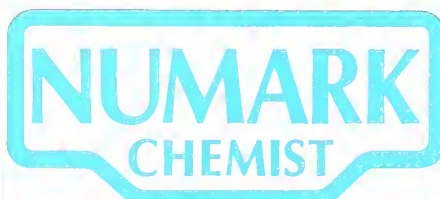
## Members' Newspaper.

Lively quarterly newspaper packed with information, articles and useful advice.

See how Numark solves the buying and marketing puzzle.

Get the complete picture from your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts. Telephone 0985 215555.

\*Ethicals Service is not available in Northern Ireland.



**A COMPREHENSIVE SERVICE TO THE INDEPENDENT CHEMIST.**



# COUNTERPOINTS

## ESP fragrance joins Yardley collection

Extra Sensory Perfume — described as an exquisite and exotic blend of poignant floral and fruity notes combined with an accord of precious woods — is being launched mid-September by Yardley. This joins the existing ESP cosmetic range.

Sizes available are concentrated cologne spray (25ml, £3.75, 50ml, £5.75), concentrated cologne (50ml, £3.75), talc (100g, £1.80) and concentrated perfume spray (£4.95). A trial cologne spray in a black pouch is offered for £1.25. The ESP fragrance come in black and silver packaging. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*



A selection from the ESP range

## Jean d'Avèze — in Autumn

A range of make-up products are being introduced by Jean d'Avèze for the Autumn season including a colour box (£12.50), containing eight eye shadows and a blusher.

Mascara creme doux (£5.20) is available in four variants: black, brown, blue and violet, and trio eye shadows (£7.70) no.3 and no.4, are offered in night blue, golden light and satin-brown or grey, pink light and iridescent prune. Further additions are: blusher no.7 (£6.60), lipstick no.32 and no.33 (£3.45) and nail varnish no.32 (£3.95). *Bilksfun Ltd, 134b High Road, Whetstone, London N20.*

## Rubinstein focus on Dimensions

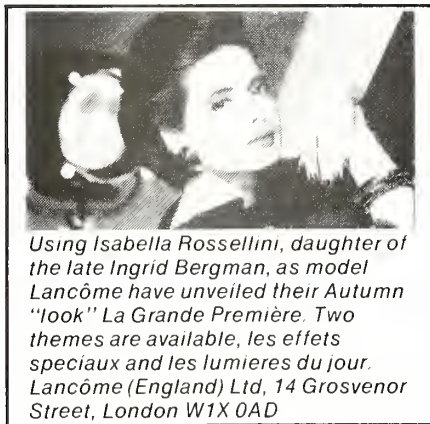
To cater for the two fashion themes of this Autumn which vary from the sophistication of tailored jackets and slim skirts through to a look of casual disarray Rubinstein are introducing Dimensions — “a look that is appealing and striking to bring focus to the face”. New colours available are soft ocre powder blush (£6.25), violet automatic eyeliner (£4.95), together with misty lipstick and shiny lacquer (both £3.75). Other new shades for the eyes are mauve and wild arrow and

for the nails there is igloo.

Five tints — two of which are frosted — and a colourless version, comprise a range of Rubinstein shiny lipgloss. The six shades (£4.95 each) are naturel (colourless), rouge, cassis, rose and the two frosted shades of cognac and perle. Each contains two sun filters and karite nut butter to protect the lips against “adverse environmental conditions”. *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

## Clinique additions

Clinique are adding 10 new shades of soft pressed eye shadow to their range this Autumn. The colours range from silver peony, a soft pink, to golden lynx, a gold and copper colour. *Clinique Laboratories Ltd, 54 Grosvenor Street, London W1.*



Using Isabella Rossellini, daughter of the late Ingrid Bergman, as model Lancôme have unveiled their Autumn “look” *La Grande Première*. Two themes are available, *les effets speciaux* and *les lumieres du jour*. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1X 0AD*

## Arden: alluring and provocative...

Alluring violets and provocative rose are two Autumn “looks” from Elizabeth Arden. The first comprises alluring purple / pink powder perfection duo eye shadow palettes (£5.95); alluring blush powder perfection for cheeks (£6.50); alluring violet lipcreme (£3.50) and nail perfection (£2.50), and alluring magenta lipcreme (£3.50) and nail perfection (£2.50).

Provocative rose includes a provocative eyes powder perfection trio of eye shadows (£6.95); provocative blush powder perfection for cheeks (£6.50), creme perfection for cheeks (£5.25), with provocative rose lipcreme (£3.50) and nail perfection (£2.50). *Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.*

## ... Wild Orchid theme for Factor...

This year's Autumn Colorfast “look” from Max Factor has a Wild Orchid theme. New shades are soft orchid long lasting powder blusher (£4.15); blue orchid / orchid blossom, hazelwood / orchid mocha, and rose orchid / moon blossom long lasting eye shadow duo palettes (£3.50), together with spice orchid, fire orchid, orchid lights, and wild orchid long lasting lipstick (£2.85) and nail enamel (£2.65). *Max Factor Ltd, PO Box 7, Wallisdown Road, Bournemouth.*

## ... and a Jet Set life for Quant

This year's Autumn “look” from Mary Quant — Jet Set — comprises Blush Baby powder blusher in beat route (£4); peep eyes duo eyeshadow palette in over-thyme blues and urban violets (£2.90); kohl pencil eye definer in sapphire (£2.25), loads of lash smudge proof mascara in cobalt (£1.75); colour rich lipstick (£2.45) and nail polish (£1.95) in traffic jam and twilight zone — the latter also in city blueprint — and concrete jungle. *Gala Cosmetics and Fragrances Ltd, PO Box 3, Frances Avenue, West Howe, Bournemouth.*

# André Philippe



## For the very best in Bubble Bath Gift Packs

Sales Home and Export Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,  
FULHAM SW6 6RJ, LONDON, ENGLAND





# THE COLD TABLET

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as tablets or a pleasant tasting, cherry flavoured liquid.

**SETTING PROFESSIONAL STANDARDS IN COLD CARE**

**Indications:** Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 8 tablets or 8 doses of elixir in 24 hours. Children 6 years and over – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. Children 1 to 5 years – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, receiving MAOIs, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. Elixir containing 3 mg phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. Bottles of 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907. Elixir PL/0101/5908. Further information is available on request from: Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 21/0883

**Dorsey**  
LABORATORIES



## Autumn relaunch for Sanatogen junior

Sanatogen junior vitamins are being re-launched this Autumn as children's vitamins in an effort to narrow the gap between the product which has a 4.5 per cent market share and Haliborange with an 8.2 per cent unit share of the multi-vitamins market. The move is expected to increase sales by at least 25 per cent.

The new pack (30, £0.85; 100, £1.98) is designed to communicate the message of children's vitamins under the Sanatogen banner. Flavours and retail prices for the vitamins are unchanged. *Fisons Ltd Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB.*



*Johnson Wax Ltd, Personal Care Division, Frimley Green, Camberley, Surrey.*

## Ultra Glow brush kit

A duo brush kit (£2.20) is now available from Ultra Glow and comprises a tapered lip brush and an eye shadow brush contained in a see-through plastic wallet. The wallet has individual compartments for the brushes and protective casings for the brush ends. Each brush is made of real hair. *Ultra Glow, International Business Centre, 90 Regent Street, London W1.*

## Xmas gift courtesy of Tahiti

Purchasers of Tahiti bain moussant will be able to send to a friend, free, a gift of Max Factor Epris eau de toilette this Christmas.

The offer is available on all three variants and requires the on-pack form with a proof of purchase to be returned to the company. The perfume will then be gift-wrapped and sent to a nominated friend with a personal message.

Over 25 per cent of liquid bath additive sales are made during November and December, say manufacturers

## Booklet and leaflets for Nursery range

Lewis Woolf Griptight have produced a new booklet and a selection of leaflets to support their Nursery product range. For consumers, particularly first-time mothers, the "Nursery Care" eight page booklet will be offered free through advertising in the *Baby Book* and *Your First Baby*. Illustrated with full colour photographs and diagrams, the booklet contains sections on feeding, soothing

## Waterfall in Winter

A £40,000 advertising campaign for the diuretic, Waterfall, is scheduled to run in the leading women's Press and *You*, the *Mail on Sunday* colour magazine from October through to the end of the year.

A similar campaign worth £60,000 ran during Spring and Autumn of last year. *Health and Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*

## New company enters haircare market

A newly-formed company, Rosemarie Cosmetics Ltd, is entering the hair care and cosmetic market with Rosemarie henna setting gel, wet-look setting gel (both 110ml, £0.41) and nail polish remover (150ml oily, £0.35). *Rosemarie Cosmetics Ltd, Rosemarie House, Little London Road, Sheffield S8 0UG.*

and changing.

Also available are illustrated product sheets for retail staff which give concise product facts and list the key selling points of the Nursery nipple shield, the Freflo teat and bottle range, the Freflo shaped teat and the Nursery Juice set. More detailed leaflets on the nursery nipple shield and nursery teats have been produced primarily for professional advisers and clinics but are available to retailers on request. *Lewis Woolf Griptight, 144 Oakfield Road, Birmingham.*

## A 'safe' squash for hyperactive kids

One of the major problems with hyperactive children is their acute thirst. Most fruit squashes contain "trigger" artificial additives. Rimark Soft Drinks have introduced a product that has been passed by the Hyperactive Child Support Group as a "safe" squash.

The St Clements range contains no artificial sweeteners, colourings or flavourings. At present the flavours are orange and lemon, but soon to be launched are lime, blackcurrant, and orange and lemon barley. The product contains 37 per cent real fruit juice, comes in a 720ml glass bottle and retails at around £0.55. At present it is only generally available through cash and carries. *Rimark Soft Drinks Ltd, Denington Estate, Wellingborough, Northants.*

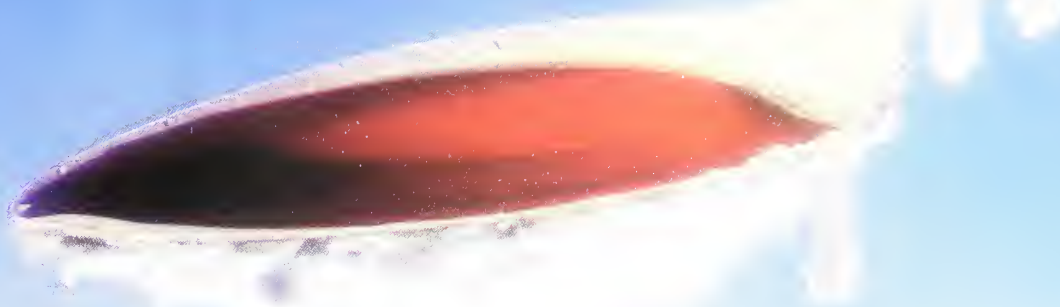


## 'Renewable' fragrance from Avon

Surreal, the latest perfume available from Avon, is claimed to be the world's first renewable fragrance which "employs the technique of micro-encapsulating myriad drops of perfume oils so that the fragrance returns time and again whenever the area of skin is rubbed or touched."

Available in two presentations, fragrance spray and fragrance cream (40ml, £7.50 and 30ml, £5 respectively), the perfume comprises top-notes of ylang-ylang and coriander with a light bouquet of iris, camomile and mandarin. The range is completed with a foam bath (150ml, £3) deluxe soap set (3 soaps, £4.50) and perfumed talc (100g, £1.70). *Avon Cosmetics Ltd, Nunn Mills Road, Northampton NN1 5PA.*

# TRIOGESIC



## THE        COLD LIQUID

**Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.**

**Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.**

**Suitable for both adults and children, Triogesic is available either as a pleasant tasting, cherry flavoured liquid or as a convenient tablet.**

**SETTING PROFESSIONAL STANDARDS IN COLD CARE**

ns: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. *Children 6 years and over* – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. *Children 1 to 5 years* – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, MAOIs, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. *Elixir* containing 3 mg Phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907. *Elixir* PL/0101/5908. Information is available on request from: Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 20/0883

**Dorsey**  
LABORATORIES



If the 1,729,000,000  
you sold last year were

stacked  
up high...



they'd still look like



# loses of Steradent aid end to end...



## ...or rolled into one...

## uge profits for you.

The sheer volume of Steradent sales is almost impossible to visualise. And that's what makes us your number one profit-maker in all areas of the denture cleaning market.

But if our enormous sales figures still aren't a big enough incentive to stock up on all Steradent products right away, consider this:

- ☆ Steradent brands account for 70% of the denture cleaning market.
- ☆ We're spending £2m on marketing support during 1983.
- ☆ The Steradent dental calling force will be on the road from May.

### Steradent - No.1 in Denture Care.



# Wisdom.

What it takes to sell 20 million  
toothbrushes a year.







## Je Reviens: 50 years on and still proving its Worth

Harrods and the Polish Fleet have one thing in common — they have both played a part in the success of Les Parfums Worth. The fleet didn't quite sail up the Thames to visit Harrods, choosing instead the Worth "outpost" of Stornaway as their port of call. Business soon proved to be so brisk there that at one time turnover was beating that achieved by Harrods.

It is 50 years since the Je Reviens fragrance was created by Worth Perfumes — the first of five to establish the company's name in the UK. Yet the Worth family did not initially make its name with perfumes, which developed as a sideline to the French fashion world.

### The French connection

While Paris has always been the source of inspiration for fashion it was an Englishman, Charles Frederick Worth, who was the founder of French couture as we know it today.

At an early age, due to dwindling family finances, Worth was forced to leave school and find a job in London as a bookkeeper but was more interested in the rich fabric and flamboyant colours of the stock surrounding him than the endless columns of figures before him. Charles, therefore, determined to go to Paris which, as European centre for the arts, offered him more opportunity. He arrived in 1845, at the age of 20 with £5 in his pocket and a French dictionary tucked under his arm.

After a few years of struggle Charles eventually got a job at Gagelin and Opigez, a leading silk house, where he designed dresses that became so popular he was given his own special counter. Using his wife to model the designs — the first time this had ever been done — Worth won over the patronage of the Princess de Metternich, wife of the

Austrian ambassador. Success soon followed and in 1858, with financial backing, he was able to set himself up in the Rue de la Paix employing 20 dress-makers. Before long, as his reputation spread, so his fashion empire grew until he employed more than 1,000 workers.

Among his list of clients Worth could

*The sophistication of this early Worth advertising (and the one pictured above) helped establish the perfume as a classic*



count three Czarinas, the Empress Eugenie of France, the Queen of Portugal, five Spanish rulers and many of the leading actresses of the day.

The elder Worth died in 1895 and his two sons — Gaston and Jean-Philippe — took over the running of the business. It is Jean-Philippe we have to thank for the development of Worth Perfumes. To thank clients of the fashion house for their custom he began to present them with a special gift at Christmas — the first being *Dans la nuit* in 1922 — a move that proved so popular that a perfumier was brought in and in 1933 *Je Reviens* was born.

In the UK the names now linked with Worth are Pierre and Roger Perrot who, like the two Worth sons, took over when their father Georges died in 1968.

Being a Frenchman Georges was interested in anything French and in 1933 approached the company when he heard they were closing their two London dress salons in Regent Street and Hanover Square. Agreement was reached, he was appointed distributor, and was soon travelling around the country selling the perfumes. At this time Worth were also involved in colour cosmetics — a line that was not quite so acceptable to some. In one case no sooner had a large order been placed by Jenners of Edinburgh than it was immediately removed when lipstick was mentioned to the buyer. Such items he was told only encouraged painted ladies. (Worth stopped distributing make-up after the War when the American companies Max Factor, Revlon and Rubinstein began making inroads on the market.)

### The War and its effect

Times could have been different during the Second World War if Georges had not had the foresight to buy in adequate stock. In the end there were enough supplies to last through to 1944. Packaging caused problems however and, as there were no bottles available, a temporary war pack of a blue medicine-type bottle in a plain box had to be devised. So while supplies of the other French fragrances were drying up, Worth went from strength to strength.

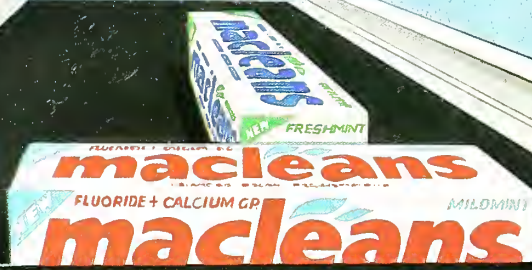
A hardcore of today's users probably first discovered the perfume at this time — and have used it ever since. French connections again worked to Georges' advantage and when the War was over he was one of the first civilians to be allowed back into France. Supplies were quickly re-established and the company able to build on its wartime success. And the rest is history.

Georges died in 1968 but his two sons Pierre and Roger are still there running the business to this day. This family continuity, says Pierre, is the secret of their success.

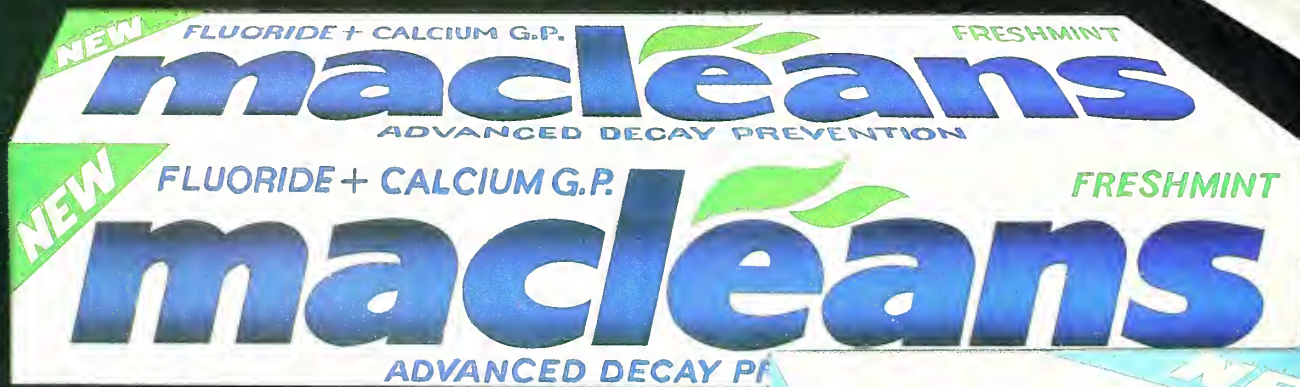
"I believe our 1,500 accounts will allow us to continue in this vein," he explains. "As a classic perfume house, we find there is always demand for quality, no matter what the current vogue."



# FEWER FILLINGS



## NEXT CUSTOMER





# MORE TILLINGS.



## MACLEANS STRENGTHENS SALES WITH A £3MILLION TV CAMPAIGN

New Macleans with Calcium GP and Fluoride is a clinically proven, unbeatable formula for fighting tooth decay and improving your profits.

New Macleans offers you a winning combination:

- \* The strength of Calcium GP.
- \* A new mildmint colour and flavour to appeal to children.
- \* Outstandingly redesigned packaging.
- \* And, an exciting new £3 million TV campaign.

New Macleans is on to a winner.  
So are you.

**BEECHAM TOILETRIES**  
MOVING IN THE RIGHT DIRECTION



by R.N. Thomas B.Pharm, MPS

## A strategic plan for pharmacy

The following paper, by Mr R.N. Thomas, a pharmacist from Anglesey and chairman of Gwynedd Local Pharmaceutical Committee, has been circulated to the Pharmaceutical Society, PSNC, the Welsh Pharmaceutical Committee and the Welsh Central Council since the Spring.

The personal and financial commitment of the independent proprietor community pharmacist is considerable and there are only approximately 3,500 remaining out of a total of approximately 10,700 pharmacies in the UK. Should we allow this decline to continue in a free market situation or should measures be taken to plan the future? I would argue strongly that as a profession, the individual pharmacist's independent integrity can only be properly protected if the contract is with that individual, and ownership of stock and the pharmacy is also the pharmacist's. If external capital is employed, the possibility of adversely affecting pharmaceutical decision making is a real one and the future of the profession is lost to others who are not pharmacists.

### Four scenarios

There are four possible situations that may be considered for the future of community pharmacy:-

1. The present system, dominated by companies, a free enterprise highly competitive capitalist system where a variety of pharmacies exist — large and small, company, private, partnerships, as individuals or as groups. A mixed system.
2. A company managed capitalist system.
3. A nationalised state system.
4. An individual proprietor system.

To discuss each in turn and to decide between the four possibilities would be useful and then to consider various means of encouraging that system. We know that to change the present, one would have to alter the past, involving pharmaceutical history, the Companies Act, NHS Legislation, indeed all that has made pharmacy what it is today. Change will be inevitable and the only question will be whether non-pharmacists will make pharmaceutical decisions on our behalf, or pharmacists themselves decide on our future.

The profession should decide to phase out the business image inherent in the present mixed system. Many pharmacies already exist today with over 80% NHS

dispensing turnover, but to evolve further will require political will from the profession and government. Increased NHS payments to allow abandonment of the distractions of counter business is a possibility, and the increasing importance of the Basic Practice Allowance recently may be a means to that end. The profession, having decided to no longer remain "at the crossroads," must commit itself to a professional future and its future direction be made absolutely clear to the appropriate authorities.

To allow the "laissez faire" present system to continue in a free market economy on the principle of supply and demand would seem reasonable to some. But the inevitable result in the long term would be a company system. It can be argued that 70 per cent of the population has reasonable access to pharmacy and that planning or limitation of contract is unnecessary. This is rather an oversimplification to allow, under the guise of freedom, the inefficient to close, while a "leapfrogging" pharmacist can decimate the pharmaceutical service in a town.

Companies have access to larger funds than the individual and it can be argued that the individual proprietor pharmacist would no longer survive. In order to gain more personal freedom, pharmacy may lose more with decision making by non-pharmacists and ultimate loyalty to shareholders in the city. The final insult would be for pharmacy to end up as a mere counter in a large supermarket, adding an air of cachet, up market tone, used to improve customer flow to increase the company's profits: even being relegated to a loss leader to encourage customers to enter the store to make other purchases. This is the problem and we must face it, for it will not disappear by inaction on our part.

### The State option

A nationalised state system may be possible in the future but politically unlikely at the present time. It would allow for a planned distribution of pharmacies within a health centre system.

The NHS is a charge on the community, it can be argued, and pharmacy should be totally removed from the market place. This would eliminate the obvious distractions of counter business and allow the pharmacist to practise in a more proper and clinical atmosphere.

Better patient care would result from the improved quality of life for the pharmacist, with interprofessional contact made easier and also access to patients' records within the health centre. Future computerisation may well bring the benefits of the latter for the professional without the problems of nationalisation, but the convenience for the patient of all under one roof cannot be dismissed. Financial problems would no longer exist with an agreed salary structure and the state owning stock, fixtures, and buildings.

However, ultimate decision making would be political and outside the profession. In Sweden, pharmacy students intake was severely restricted after nationalisation, in a situation of "excess" numbers of pharmacists and an expanded "technician's" role. This has to be remembered when considering a managed state system.

### Independent proprietors

Personally, I would prefer to return to the independent proprietor system, which enhances individual authority and responsibility. To encourage personal financial commitment and individual responsibility would be the ultimate in devolved decision making. The self-employed community pharmacist is the antithesis of bureaucracy and institution, and though imperfect may offer a better future, maintaining independent thought and freedom.

In order to encourage this it would be necessary to ensure financial inducement to form partnerships to enable a reasonably civilised life. This question of quality of life and job satisfaction cannot be ignored, for the pharmacist is ultimately involved with the final standard of patient care. Company legislation as applied to pharmacy may have to be revoked as the systems are mutually incompatible. The NHS contract would be with the individual pharmacist. Only pharmacists would be allowed to own a pharmacy and possibly only one pharmacy with no financial interest in any other. Non-pharmaceutical external interests financially would not be tolerated to ensure the restoration of pharmaceutical decision making by pharmacists. We would then be totally responsible for our actions and the future of the profession.

*Concluded on p300*





We recommend

# Veganin

WARNER

the leading pharmacy-only analgesic

Three pain-killing ingredients in one tablet. Powerful treatment for pain

WARNER  
LAMBERT

Data sheet available on request from Warner-Lambert (UK) Limited, Southampton Road, Eastleigh, Hampshire SO5 5RY. Tel: 0703 619791  
Each tablet contains: Paracetamol Ph Eur 250mg., Aspirin Ph Eur 250mg., Codeine Phosphate Ph Eur 6.8mg.

\*Trademark R 83324



by J.A. Davies MPS

## One man's ideal for a pharmacy system

Mr J.A. Davies, a proprietor pharmacist from Sheffield and a "computer innocent", sent this description of what he is looking for in a computer system with *C&D*'s recent computer questionnaire.

I write as a computer innocent, whose only qualification as a source of information on computers is that of being a healthy sceptic.

Our two pharmacies have been typing labels for five to six years, and while I accept that "Scriptwriters" can do the job more quickly, I do not consider them particularly good value for this purpose. We have also been using Link level I at both pharmacies for two to three years, and find it a useful cost effective aid to ordering.

Now, of course, everybody is trying to sell us fantastic "systems" which sound marvellous, but when considered in the light of what I see to be our needs, leave much to be desired. Since computerees-spouting salesmen are unintelligible to me, I have used the opportunity provided by the recent *C&D* computer questionnaire to analyse my priorities. But so far I have found no one able or prepared to quote a price for the kind of system I envisage.

I have no idea how close to the norm my experiences might be, or how useful my opinions, but for what they are worth . . . read on!

### Just a labelling device?

Although the keyboard / display / printer "word processing" set up has been introduced to me as a labelling device, to buy such a set up exclusively for labelling in the dispensary seems to be a ludicrous under-utilisation of its potential. Having seen such a set up in action, I can visualise its advantages as an aid to many of the routine administrative and accounting procedures we are obliged to follow for VAT, salaries, auditing, etc. I have come to the conclusion that it is in these areas that the computer could make its biggest contribution to my own particular circumstances. If it can also be used as a dispensary label printer, well and good, but, having typewriters in use for this function, it comes very low on my list of priorities.

Unfortunately, I seem to be totally out of step with everyone else in this respect, since most suppliers seem to be allocating top priority to label production. Pharmacists who are using them for

labelling speak enthusiastically of the other uses, but the systems either are not, or cannot, actually be used for these other jobs for want of software programs.

Point of sale applications seem to me to demand an investment in, and commitment to, expensive complex equipment, which must be too onerous for the average private pharmacy, and only acceptable either to the major retailing multiples, or a computer freak who is not concerned about benefit to cost ratios, or the amount of spare time he is obliged to commit to his "executive toy" (scepticism bordering on paranoia?).

Below (fig. 1) are listed the functions I

would look for in a system. If any company can quote a price for such a set up I would be pleased to hear from them!

**Dispensary stock control.** Like all other dispensary functions, control should be a direct consequence of details entered for the production of labels, along the following lines, for the "top 200" dispensary products.

1. Prime the system with details of existing stock quantity, minimum acceptable stock replacement stock quantity.

2. When stock falls below this minimum, the system should give audible and/or visual warning of the need to obtain replacement stock.

3. At the press of a button, order replacement stock by interfacing the product code entered for the label with the PIP or wholesaler code for the product in question.

4. Transfer complete order via modem when required.

5. Update stock records, on the assumption that even if the first choice wholesaler is out of stock, the item will be ordered elsewhere.

Fig. 1: Functions looked for in a computer system

Primary entry	Intermediate Process	Ultimate target
1. Salaries: calculation and records	Ledger	Audit records for accountant
2. Banking records	Ledger	
3. Daily, weekly, monthly cash records	Ledger, VAT summary	VAT 100 claim to HM Customs & Excise
4. Monthly accounts with suppliers and other outgoings	Ledger, VAT summary	
5. <b>Dispensary work:</b> — Daily, weekly, monthly NHS levies, monthly FPC cheque Daily, weekly, monthly items and forms Labelling, contraindications, special precautions etc Stock control (see below)	Ledger, VAT summary  FP34A	
6. OTC ordering via modem to wholesaler		Prescription Pricing Authority
7. Correspondence		

Continued from p298

## A plan for pharmacy

Legislation would be necessary and any objections to loss of protection by limited liability and company tax advantages overcome. The pharmacist would have to own the stock, fixtures and fittings and the pharmacy building or lease of the premises. The rational location of pharmacies would be better achieved by the limitation of contract legislation rather than use of the Basic Practice Allowance.

From this all else follows, with the threat of excess competition removed, professional standards would rise and the unseemly cut price business image of many pharmacists today eliminated. The Pharmaceutical Society would require legislation to have greater control over premises and power of closure or non-registration. The stability gained by pharmacists should not be allowed to increase "goodwill" values of pharmacies when sold. This is important to ensure that young pharmacists embarking on a professional future in community pharmacy can to afford repayment of capital.



# SHOWRAX for the Modern Pharmacy

**FREE  
OFFER**



## Designed for Pharmacists

To survive and prosper in the 1980's it's not sufficient to be a professional pharmacist. You need to be a professional retailer as well. Both your dispensary *and* your sales area must really work hard for you.

So when you're considering modernisation or improvements, it's important to talk to a shopfitting company which thinks as you do. And that's where we can help.

The Showrax system is designed to satisfy the needs of your sales area *and* your dispensary. Although it's made up from low-cost, factory-made modules, you can choose the exact colours, materials and layout you require to keep your pharmacy unique.

So if you're contemplating improvements, send for our Information Pack. It contains everything you need to know about pharmacy shopfitting and it's yours **FREE** by return of post.

To: Baxter Fell Northfleet Limited,  
Tower Works, Lower Road, Gravesend, Kent.  
Telephone: 0474-60671



CD4

Please send me my **FREE** Pharmacy Information Pack

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel. No. \_\_\_\_\_

The  
Northfleet  
Group



# SHOWRAX



## Selling a pharmacy: what the buyer needs to know

In the eighth article of this series, Mr Eric Jensen, BCom, MPS, MInstM, elaborates on some of the information the prospective buyer of your pharmacy will be looking to you to provide.

Perhaps the most valuable personal quality a prospective vendor could possess is that of empathy, of being able to place himself or herself in the situation of a potential buyer. The most successful sales person is usually the one who best understands the customer's attitude and desires.

Unless there are particular reasons for altruism (and sentiment does often enter into business) a vendor normally aims for the highest price obtainable, and a purchaser for the lowest. If, in a market economy, either attempt to flout this market, the odds against a deal are raised.

When a pharmacy changes hands the assets involved are generally 1. Stock, 2. Fixtures and fittings, 3. Goodwill / lease, or goodwill and a freehold, 4. Potential, frequently merged with goodwill.

Of these assets, it is goodwill and potential which are most likely to give rise to differences of opinion — and it is here that a prospective buyer tends most often to bargain for a reduction. Stock can be valued factually — and very accurately — with usually little or no difference in conclusions.

Fixtures and fittings offer more scope for variation in expert opinion, but here again we are dealing with tangibles assessable on a reasonably scientific basis — as is also the case with the bricks and mortar of property.

When goodwill and potential are evaluated, however, it is essential for up-to-date knowledge of the market to be brought to bear, and for a close examination to be carried out of factors contributing to goodwill and potential.

If a vendor is not to price himself out of the market, and is not to rely on the ignorance or carelessness of a would-be purchaser — or conversely, if selling at too low a price is to be avoided — it is prudent to take independent advice.

Experience shows that very few vendors can be objective about the value of their goodwill and potential. As a rule the temptation is for a seller to argue that asking price can always be reduced later if it proves a barrier to sale, while it is rare for more than the asking price to be obtained.

There is clearly some logic in this approach, bearing in mind that the calculation of goodwill and potential values cannot be reduced to a mathematical formula, and that no-one should be so dogmatic as to claim there is one precise correct figure in any particular case. It is when a price is asked well beyond normal tolerance that a vendor makes his or her position hazardous.

A purchaser working on the lines we have suggested, using the approaches described, will know whether a price is unduly high or merely a little above what the market would seem to dictate. A decision will then be made as to whether any gap is likely to be bridgeable by negotiation — usually after discussion with the vendor or agent concerned. A prospective buyer will naturally be influenced in many instances by non-financial as well as financial considerations, and might sometimes be ready to pay more than a strict monetary market assessment justifies.

### Importance of timing

With some vendors no amount of advice will persuade them to bow to market conditions, and only a prolonged period of failure might convince them they are seeking a price no-one will pay. If they at length reduce their figure, they might find they have already lost the interest of those who would have purchased at a reasonable price, or that these prospects have bought elsewhere. Some possible purchasers still in the market may feel that, as the business has been hanging fire, they might offer even less than the new sum — with some hopes of this offer being accepted.

In selling a pharmacy timing is a key point, as market conditions can change quickly in favour of buying or of selling. The party who can afford to wait holds a most valuable card.

The interests of buyers and sellers coincide insofar as they both normally seek a maximum pure profit from a pharmacy. The greater this pure profit, the higher the price a seller can reasonably ask — and the more worthwhile it is for a purchaser to pay such an amount.

The prospective buyer who tries to

depreciate this pure profit, and consequently the goodwill unduly, can close a business of first-class earning power. In short, the better informed both parties are as to the state of the market the closer their views on goodwill are likely to be.

This assumes they are not only informed, but also prepared to accept reality. The importance of timing has already been mentioned, and if a vendor knows that several pharmacies comparable with his or her own are currently for sale it could be wise to defer the attempt to sell. Buyers are apt to become especially wary if a number of pharmacies in one area are on offer at the same time — even though all of them might in fact be sound propositions.

### Essential information

It is to the advantage of the vendor to ensure that all information required by those investigating the business is readily to hand in clear and easily-understandable form. Any deliberate deception or concealment could be followed by legal penalties. But even ignoring legal and ethical aspects, it is bad business to waste the time of prospective buyer and seller.

The following are suggested essentials for the wise would-be vendor:

- ☐ Have available copies of at least the last three years' accounts and balance sheets — or of all that are ready if the pharmacy has been established less than three years.
- ☐ Be ready to explain any unusual features, such as exceptionally high or low wages, gross margins and so on. Illness might for example have meant above average locum fees, or price cutting in the district have led to retaliation, and so forth.
- ☐ Analysed accounts and other documents showing results from various departments of the pharmacy such as NHS, cosmetics, photographic, and so on are helpful to an investigator, and will answer many questions quickly. Stock valuation certificates and valuations of freehold, lease / goodwill, fixtures / fittings etc, if such have been made professionally, can inspire confidence.
- ☐ Data should be on hand to cover the period between the latest accounts and the time of inspection.
- ☐ A copy of the lease if appropriate, and of any property survey, together with details of any work such as re-wiring can help decision-making, and save time and trouble later on. It is better for a prospective buyer to be aware of facts early rather than for these to cause delays and possible changes of mind weeks or months later. Much time and money may have been wasted by this time.
- ☐ Offer information about planning and development scheduled or proposed for



your area, and have local maps and guides handy.

☐ General data about schooling and amenities is useful in helping strangers to the area.

☐ Qualifications of staff and their strengths and weaknesses, are of key interest to most prospective new owners.

☐ Be prepared to explain your reasons for wishing to sell.

☐ If there are certain items of fixtures and so on you do not want to part with, and which are not therefore to be included in the transaction, you should make this clear at the outset. Printed particulars should detail any such special provisions.

☐ Provide as much information as you can about your competitors both inside and outside pharmacy.

☐ Be clear in your own mind as to how far, if at all, you are prepared to bargain on price. Professional advice will give you confidence to stand by your position. Think in advance about how you would deal with any excessive stock, should this prove a difficulty. This matter will be referred to in a future article.

☐ Give advance thought to whether you would grant part-payment terms and whether you would wish to retain a part interest over a period. Check on whether your bank would give financial backing to a buyer. Your bank's willingness to lend would be an excellent recommendation for your pharmacy as the bank would probably be keen to retain the account and not lose it to a new owner's banker.

☐ In summary, try to provide for a prospective buyer the help you would yourself appreciate in his or her position.

### Cautions

A vendor should be careful that any information, whether given orally or in writing, is correct and verifiable. Distinguish facts from opinions given in good faith.

Try to detect the time waster, and keep closely in touch with your agent. Agents are in a good position to tell serious prospects from the triflers. But try to be patient with the suspected trifter, as you might be wrong, and sometimes the apparently unlikely do go ahead and buy.

Make it clear that any special "on the spot" arrangement is subject to the approval of your solicitor and other advisors. Be especially cautious about giving "first refusal" or an "option". Consult your agent first, and set a time limit — preferably short — for this kind of undertaking. Don't risk losing a firm buyer by giving excessive consideration to the indecisive.

Frankness is more likely to help than hinder a sale. No pharmacy is perfect and if you discuss the cons as well as the pros you engender trust. Your agent can be more confident in sending inquirers to you if he knows you will be fair and informative.

Independent advice and a consultant's report regarding the potential of your pharmacy could either impel you to be

more realistic on price, or impress favourably those who visit you. Think of the disadvantages your pharmacy does *not* possess as well as those you are only too well aware of.

If could be said that, when selling a pharmacy, the golden rule is to treat others as you would wish them to treat you. This is good business sense and also good morality.

Pharmacist's pack quantity endorsement	No. of days treatment NB Ensure dose is stated	NP	Pharmacy Office use only
<p>Audicart condoms 11 gld 10mls</p>			
Spare parts are not yet available on the NHS...			
Pharmacist's pack quantity endorsement	No. of days treatment NB Ensure dose is stated	NP	Pharmacy Office use only
<p>... and this comes without a prescription</p>			

# caring...

## ...for you and your customers

Roberts introduce a high quality range of pharmaceutical products — competitively priced to attract increased sales and profits.

Special introductory deals are available from your local Cussons representative.

## Roberts take care of your customers and your profits!

Roberts Laboratories Ltd, Burnden Road, Bolton, Lancs. Tel: 0204 32631



Contributed by a barrister

## Statutory sick pay: Your questions answered

Although the Statutory Sick Pay Scheme has only been in existence a short time, already a number of questions are being raised by employers. Some of these are of general interest and the answers may prove useful.

☐ *One of my employees is away due to injury at work. Does he get statutory sick pay or injury benefit?*

Industrial injury benefit as such has been abolished. Now he is treated in the same way as if he were sick. However — if after 90 days, or when he returns to work (whichever is the sooner) — he is suffering from some permanent disability as a result of the injury, he will be entitled to claim disablement benefit from the Department of Health and Social Security.

In other words, you pay him SSP up to a maximum of eight weeks in a tax year and then pass him over to the social security people who will take the matter up from there. When there has been a total of 90 days absence in all, social security will tell him what to do.

☐ *My employees are covered by a superannuation scheme under which they contribute 5 per cent of their earnings. If they are sick, can this 5 per cent be deducted from their statutory sick pay?*

According to the Department, the short answer to your question is — yes.

☐ *An employee was away sick all the week. In my firm the qualifying days are Monday to Friday. My employee tells me that he was sick on the Saturday and Sunday prior to his week off. How many days' sick pay do I have to give him?*

The Saturday and Sunday are only relevant in deciding whether there has been what is known as a "period of incapacity" for work. If this totals four days or more (including a Saturday or Sunday), then the gates are open to deciding how many days statutory sick pay should be given.

In this case, the qualifying days of sickness are five (Monday to Friday inclusive) and after three "waiting days" where no pay is due, payment has to be made for Thursday and Friday — ie: two days' pay.

☐ *I agreed to take on a new employee. However, on the morning he was due to start, he phoned up to say he was sick and would not be able to come in for a fortnight. Do I have to pay statutory sick pay for any of that period?*

If someone has not actually physically started work with you, then he is not

eligible for statutory sick pay. So in this case you are not liable. However, if the employee has actually started work — even for a few minutes — then provided he fulfilled the other conditions he would be eligible under the scheme.

☐ *I have had working for me for a number of years a married woman who is still on the lower rate social security contribution. Before the SSP came into force she would not have got sickness benefit. Does she qualify for statutory sick pay?*

Yes. Under the scheme a married woman who pays the lower rate contribution is in no different position for eight weeks in the tax year (where you are liable to pay SSP) than the married woman who pays the normal contribution.

☐ *I took on someone for two months short term employment as a holiday relief. After three weeks the person went off sick. Do I have to pay SSP?*

No. Anyone taken on for three months or less does not have to be paid statutory sick pay. You should give such an employee, when he goes off sick, form SSP1(E) and tell him to contact the social security office.

## Cash, cheque or transfer?

The whole question of payment of wages and salaries has again been brought to the fore by the decision of the Civil Service Management to offer £100 per head to all employees willing to have their wages paid by credit transfer.

Obviously, Treasury officials have calculated that — over a period of time — even with the payment out of such a sum, this will prove an economic proposition.

Quite apart from the economics, with the growth of crime and, in particular, wage "snatches", it is desirable for any business to avoid having to move around large sums in cash on a regular basis.

There are legal rules covering the payment of wages to employees and, in some cases there should be no difficulty in deciding to pay by cheque or credit

transfer instead of cash.

With non-manual employees there are no restrictions laid down in any Act of Parliament. The method by which you pay, whether by cheque, cash or credit transfer, is a matter for voluntary agreement between you and your employees.

However, for existing employees, where you are already paying by cash, you cannot change arrangements unilaterally since this would represent a change in their contract of employment. You should get agreement on this point, and if you can, this would be quite legitimate.

In the case of new non-manual employees you can lay down at the outset that payment of wages will be by credit transfer or by cheque and if they commence employment with you on that basis, then that is that.

## Accommodation for employees

In all kinds of businesses, occasions arise where an employer provides accommodation for an employee. In these cases the employee, and for that matter the employer, will want to know what the tax position is. It is hoped that the following outline will be of help.

(a) Where accommodation is occupied in circumstances considered necessary for the performance or better performance of the employee's duties, there is no taxable benefit being provided by the employer in respect of the accommodation itself (apart from services that might be given) and no tax is payable.

This would cover accommodation of a caretaker, or a person who has to live above a shop for security reasons or to open and close at set times.

(b) If these conditions do not apply, then tax will be charged on the difference between market rent of the premises and the rent actually paid by the employee (if this is less).

(c) For employees earning under £8,500 per annum no tax will be payable on maintenance or services provided by the employer.

(d) For an employee earning more, tax will have to be paid on the value of certain services provided by the employer (eg. heating, lighting, cleaning) although there are upper limits on some service charges liable to tax.

The rules on accommodation and income tax position can be extremely complex and it is advisable in all cases to consult your accountant or your tax office.



## PERFORMANCE WISE...

Lotussin gives effective relief for persistent, dry or irritating coughs.



## PRICE WISE...

Lotussin is attractive to the customer at £1.29 per 100 ml pack.



## PROFIT WISE...

Lotussin is competitive, especially with Searle's special bonus terms.



## PHARMACY WISE...

Lotussin is exclusive to family chemists and backed by Searle service to the retail pharmacy.



## POINTS OF LAW

### The sitting duck employee

A firm sent one of its employees into a public road carrying nearly £2,000 in pay packets. He was attacked by robbers who shot him in the knee. As a result of the injuries received, he sued his employers for negligence. In finding for the employee, the judge at the trial said he had been a "sitting duck" for robbers and that his employers had failed in their duty to take precautions to protect him.

This certainly hardens up the law as far as the carriage of money is concerned.

If you send employees to the bank — either to hand in cash or to take out fairly large sums — you are under a duty to take every reasonable precaution against that person being attacked during the course of an attempted robbery.

It is difficult in each and every case to

say what this means in practice, but if the visits are made regularly you should certainly first of all ensure that the carriage of the money takes place on different days of the week if possible — or at least at different times of day. This will ensure that a regular pattern of carriage cannot be observed by anyone intending to commit robbery.

Then, the person carrying the money should be accompanied by someone able to give assistance in the event of an attack. Wherever possible the visit should be made in a vehicle, as this reduces the chances of a sudden personal attack.

Better still, it may be worthwhile engaging a security firm to do the job for you and thus reduce any risk of your being found negligent. Of course, the law recognises that no system is foolproof against determined thieves but it is up to you to take every reasonable precaution for your employees' safety.

### Interest on tax

At one time, you could legitimately avoid paying a tax bill by lodging an appeal against the assessment of the tax office and you did not have to pay up until that appeal was determined.

For the past few years, however, the position has been different and even though you lodge an appeal you could be charged interest on the tax that is overdue. This is so even if your appeal is made in good faith and is not a time wasting device.

In respect of businesses, the rules are very complex but in essence you will have to pay the interest (and the rate varies from time to time to keep it in line with interest rates generally) from the date when the tax becomes due until the actual date of payment.

If you are appealing only against part of the tax the best course is to pay the tax for which you accept liability and ask the Inland Revenue to agree to postpone the

need for you to pay the part that is under challenge.

If there is sufficient and good reason for this, you are likely to obtain the agreement of your tax inspector to this course and then no interest is charged until some settlement is reached.

If you happen to have overpaid tax in respect of income, there is provision for the Inland Revenue to pay you interest if it delays in refunding you the overpayment. It should be noted that the rules are not generous as far as the claimant is concerned.

The Inland Revenue does not have to pay interest until its repayment is overdue by more than twelve months after the end of the tax year in respect of which the overpayment should have been made. Even then interest is only payable when the amount to be repaid exceeds £25.

You will see that whilst you have to pay interest pretty smartly, the Inland Revenue gives itself quite a time lag without penalty in which to pay its dues.

## THE WISE CHOICE FOR FAMILY COUGHS

COUNTER PRESCRIBE WITH  CONFIDENCE

# Lotussin

## SEARLE

Searle Consumer Products Division of G D Searle & Co Ltd PO Box 53 Lane End Road High Wycombe Bucks HP12 4HL Lotussin and Searle are registered trade marks





## FPC concern on 'as directed' scripts

The Society of Family Practitioner Committees has written to the Department of Health expressing concern about the large number of prescriptions issued with the instructions "as directed." The Society urged that all dispensed items should wherever possible have the precise dosage and frequency to be taken stated clearly on all prescriptions and containers.

The DHSS says it is a professional matter and has referred the matter to the PSNC and the General Medical Services Committee.

The Society, at its management committee meeting in May, also pressed British Telecom to provide pharmacists and dentists with priority user status. British Telecom says that dispensing chemists are already given similar priority to doctors for the provision of a service, and repairs to 24 hours pharmacies' lines are dealt with on an urgent basis. However British Telecom could not agree to extend its priority repair service to all pharmacists.

In its comments on the Greenfield report on effective prescribing, the Society gave considerable support to the suggestion that prescriptions should be restricted to 28 days' supply. A majority of the FPCs in the Society also felt that problems of bioavailability and quality control were sufficiently minor to permit a recommendation that pharmacists should dispense generic substitutes unless otherwise indicated.

## Sweetener approval

Regulations approving six new sweeteners were tabled on Tuesday and come into effect on September 6.

One of the sweeteners, aspartame, is to be marketed by Searle Pharmaceuticals

under the brand name Canderel (C&D July 16, p104). Searle have been taking advance orders ready for delivery as soon as the Regulations are effective. The launch advertising, which includes a £1m national television campaign, is due to start three or four weeks later.

Another of the sweeteners, acesulfame K, is being developed by Hoechst who are unable to disclose marketing plans at this stage.

## Beecham symposia in textbook form

Beecham Research Laboratories are co-operating in the publication of a range of post-graduate medical information books based on company symposia.

Each year since 1978, the company has brought together a group of specialists involved in the treatment of infection to discuss some aspect of their work. The results of these discussions are currently being brought out in book form by Academic Press as the Beecham Colloquia series.

Already on the shelves are Antibiotic Interactions, The Control of Antibiotic Resistant Bacteria, Microbial Perturbation of Host Defences and Immunological Aspects of Infection in the Foetus and New Born.

The fifth book in the series, Problems of Antiviral Therapy, should be in the shops soon. Prices range from £11 to £20.

MTP Press have produced an updated edition of 1982's popular Manual For General Practice, now retitled The Beecham Manual for Family Practice (£11.95). Planned for later this year is a book on the future role of benzodiazepine compounds used in psychiatric medicine, from Wylie & Co.

The books are available through specialist bookshops. Beecham have no financial stake in their marketing, but are credited as a source in the volumes themselves.

## High reaction rate to Osmosin

Since Osmosin's launch last December up to June this year 400,000 prescriptions have been written for the product and the Committee on Safety of Medicines has received around 200 yellow card reports of adverse reactions.

After taking into account the large number of prescriptions the CSM says that this still represents a high rate of reporting, even for a newly introduced product.

Adverse reactions reported are those expected from experience with indomethacin, predominantly headache and gastrointestinal problems including bleeding and perforation, suggesting that side effects may not be reduced by the new delivery system, says the report.

Merck Sharp & Dohme's medical director, Mr Bill Currie, says that all their studies with about 10,000 patients show that the incidence of side effects is reduced with Osmosin.

He added that more reporting could be expected partly because doctors had been sensitised to reporting adverse reactions in the wake of the Opren affair and partly because of the large numbers of prescriptions for Osmosin.

Mr Currie agreed that the CSM statement was reasonable but said it was not one to be anxious about.

The CSM has agreed guidelines for the use of Pexid (perhexilene maleate) with Merrell Pharmaceuticals after reports of hepatotoxicity and associated deaths. Treatment should only be initiated by hospital specialists. The drug's use should be limited to severe angina when all other treatments are either contraindicated or ineffective and only the lowest effective dose should be used. Patients should be observed frequently and serum perhexilene levels should be monitored where possible. Revised product literature will follow.

On the left, Mr Richard Saxby, MPS, of Chelsfield Road, St Mary's Cray, Kent, accepts £1,000 in cash from Unichem managing director Peter Dodd (second left) — first prize in the company's July top ten cash bonanza. Mr Saxby's assistants also receive £100 to be shared between them. They are (from left to right) Joy Cooper, Jean Norbury, Joan Crozier, Sue Prime and Denise Windebanks. Also pictured is Peter Puzey, manager of Unichem's Croydon branch. On the right, Wyndham Davies, MPS (centre), of Rochlan, Christchurch, Newport, Gwent, displays his £1,000 first prize winnings in Unichem's Top Ten cash bonanza. Mr Wyndham's four assistants also received £100 between them. From left to right are Janet Lewis; Marion Rawlings, non-executive director of Unichem; Marion Salter; Wyndham Davies; Jim Sims, Swansea branch manager, Unichem; Carol Evans and Claire Lampraey.





# In the ward, theatre and in the home...

Vernaïd® Sterile Dressing Packs, used under the exacting conditions of hospital operating theatres and wards, have a reputation for the highest quality throughout the medical world.

The same high standards are maintained for the preparation of Vernaïd® Drug Tariff Dressing Packs for dispensing or sale to patients at home.



## **Vernaïd®**

The leading name in Sterile Dressing Packs in the hospital and home.

From your usual wholesaler.



Vernon-Carus Limited  
Penwortham Mills, Preston, Lancs. PR1 9SN  
Telephone: Preston (0772) 744493/8



## Accountability

Is it discrimination or just plain witlessness? Mr Kenneth Clarke, Minister for Health, may well be confused over the confusion caused in charging or not charging patients who receive personally-administered medicines from dispensing doctors or non-dispensing doctors. His answer to the problem is to scrap the charges for all patients.

This means once again that a distinction is being made between pharmacist and doctor, and once again the bias is in favour of the doctor. Such inequality of treatment between the way a pharmacist and a doctor have to deal with a situation is one which the RPA has been at pains to point out, and it is time that the profession as a whole asked itself why?

Why, in this instance, did not the Minister for Health simply state that all categories which come within the bounds of self-administered drugs (eg: vaccines and injections) be considered exempt from charges. This would leave little room for confusion, and there could not possibly be any taint of discrimination. Why is it that the pharmacist's role of being the nation's caretaker of medicines is being constantly eroded?

The RPA has hammered away at the lack of accountability of dispensing doctors, and it can apply equally well when one looks at the lack of accountability of personally-administered drugs. What check is to be made on such administrations? If a district nurse administers a drug, does this come within the category of personally-administered drugs? If not, who collects the tax?

The whole area of drug administration is becoming more confusing. Instead of tightening the reins and making doctors more accountable there appears to be a lessening of control. Had all drugs been supplied for personal administration on

prescription from a pharmacy, the accountability would have been virtually 100 per cent.

The DHSS should by now be aware that there is a vast area which needs searching inquiry and it is time advantage was taken of the pharmacist's normal duties to overcome the problems in areas open to abuse.

It is time that the two professions be treated as equals when it comes to that which must be accounted for in the name of the taxpayer, and that which must be accepted on grounds of trust. Neither profession deserves the right to be more equal than the other in this respect.

**John Davies,**  
Secretary,  
Rural Pharmacists Association,  
Wiveliscombe, Somerset.

## 'Grandma' hits out

People in privileged positions should be that much more careful when making public utterances. Pharmacists have been trained to be accurate, so it is with regret that I must take Xrayser to task for the second time for not reading one of my letters properly. It would have been easy for the NPA to say "The minimum order for our products is £100," period. However, it didn't and so the fact remains that I must place £100 orders while Joe Bloggs down the road need only place £1 orders. This in my opinion makes me a second class NPA member. This is fact, not opinion.

Xrayser can blithely advocate civil disobedience (ie: law-breaking) in last week's "Reflections" then says "Don't take me too seriously, I am stirring it of course." Is he? So what does he think I am doing? His touching homilies about normal business practices are rather like teaching your grandmother to suck eggs.

As I have never expressed any objection to minimum orders, and as I do show courtesy to (nearly) all my suppliers

— expecting nothing more than my customer expects of me — perhaps Xrayser might apologise for the final paragraph in his ill-conceived, inaccurate and unwarranted attack in his "Reflections" last week.

**Conscript**

## Disappointed

I would like to thank all the pharmacists who have returned my questionnaire on pharmacy ownership so promptly: their comments have been noted. Although there have been 355 replies so far, I am still disappointed with the figures.

A Branch Representatives Meeting motion called for a general policy of ownership by "pharmacists, pharmacists in partnership with other pharmacists, or companies all of whose directors are pharmacists." I see no fundamental reason why companies or partnerships should not run a group of pharmacies: this would enable supermarket chains to form limited companies whose directors would be pharmacists, providing the companies with the same rights as individual pharmacists and enabling them to own as many pharmacies as they wish under the supermarket's banner. The pharmacist directors might not be directly involved with providing a personalised service to their customers, and the dispensing and sale of medicines would be by the in-house pharmacist — who is, at the end of the day, simply an employee.

It is an incontrovertible fact that the supermarkets possess far better bargaining power than the small business by virtue of their size. Because of resale price maintenance on pharmaceutical products the supermarkets could introduce loss leader products into their stores, something the individual pharmacist can neither contemplate or compete with. The next thing we know the supermarkets may produce their own "pharmacy only" brand-name drugs.

# LET PARCELSPEE





It is my intention to call a special general meeting of the Pharmaceutical Society in the near future in order to ascertain the depth of feeling among the grass root membership, and give members a chance to discuss the subject more openly.

The very obvious threat to the small pharmacist cannot be denied and I would therefore urge all fellow pharmacists who have not replied to my questionnaire to give it serious consideration. Please reply to me at the address below with comments and suggestions — or just “yes” or “no.”

### Ashwin Tanna

46 Lordship Lane, East Dulwich, London SE22 8HJ.

■ Mr Tanna's questionnaire appeared in *C&D* July 23 and asked for an answer to the statement: “As a pharmacist I should like to see legislation providing that pharmacies may be opened by pharmacists having an interest in one pharmacy only.”

## NPA backing

Mr K. Patel of Dales (Southend) Ltd correctly claims (*C&D* August 13, p262) that their labelling system based on the Epson HX20 computer is cheaper than the one recommended by the National Pharmaceutical Association. Your readers should not however be misled into thinking that the two systems are identical.

The NPA Board chose the Oralabel system (which utilises the Epson HX20 computer) because of the excellence of its program. The HX20 computer has been around for many months and is available from numerous sources, but we are currently only recommending it when used as part of the Oralabel system.

The wisdom of this decision is borne out by the many members with Epson HX20 computers based on other systems, who have asked if they can reprogram it with the Oralabel system. The answer is yes, at a cost of £185 less NPA discount.

### J.A. Goulding

Business Services Manager

National Pharmaceutical Association,  
St Albans, Herts.

## M&B sales up 10pc in ‘year of consolidation’

May & Baker achieved a 10 per cent increase in turnover in 1982 (mainly volume) at £216.1 million (£196.9m in 1981), but consolidated profit after tax at £5,964m did not match the previous year's significantly improved result (£6,812m).

After deducting profit retained by subsidiaries and associated companies, other consolidated adjustments and payment of preference dividend, £4,745m is being retained by May & Baker, which is part of Rhone-Poulenc SA.

The chairman, M. J-M Bruel, reports that 1982 was a year of consolidation for the May & Baker group which, under the leadership of its new managing director, Dr Keith Humphreys, has embarked on two major programmes. The first is the restructuring of the UK organisation to take in many of the Rhone-Poulenc activities. The second is a planned, phased programme of capital investment to keep the company “in the forefront of production and technical efficiency.” The directors state that improvement in costs is a prime objective.

### R&D spending up

Investment in research and development continued at a slightly higher level — £13m (1981 - £12m) and a number of new products are emerging in both the pharmaceutical and agrochemical areas. A new steriles facility was commissioned at Dagenham where additional major investments are planned for 1983, including both chemical and pharmaceutical plant.

Overseas business continues to grow and, including direct exports, amounted to 68 per cent of turnover (1981 - 67 per cent), which earned the Queen's Award

for Export 1983. The value of goods exported from the UK during 1982 was £72.6m (£68m in 1981).

Turnover of the pharmaceuticals division increased by 9 per cent, the biggest growth area being animal health where sales of trypanocides contributed to an increase of about 21 per cent. Two new medical products were launched in the UK — Oruvail and Hexabrix contrast media. The former is expected to offset, to some extent, the increasing impact of competition to Flagyl. Further steps have been taken to expand the growth of self-medication products both in the UK and overseas.

Despite difficult trading conditions, the fine chemicals division increased sales by 10 per cent overall and 14 per cent overseas.

Laboratory chemicals had a difficult year with little improvement over 1981. Photographic products were successful, particularly overseas. In the UK, volume growth was achieved despite the NHS dispute and a depressed printing industry which reduced demand in the X-ray and graphic arts markets.

Group sales for the first five months of 1983 are ahead of budget.

□ The 753 workers who went on two one-day strikes at May and Baker's chemical factory in Dagenham have accepted the company's offer of 4.99 per cent and are now working to catch up on lost stocks.

The company, who says only a small delay in orders was incurred by the stoppages, had faced the threat of an all-out strike by their process and manual workers last week who had voted to reject the 4.9 per cent first offered.

*More Business News overleaf*

# GIVE YOUR PRODUCTS ‘THE RUSH AROUND’

## COLLECTION AND DELIVERY OF URGENT PARCELS WITHIN 24 HOURS

You require a collection — and next day delivery service that's fast, reliable and competitively priced.  
You need Parcelspeed.  
Just one label per package and one consignment docket is all we need.  
We'll rush around, collect and deliver within 24 hours

during which time we keep track of progress by computer.  
Parcelspeed, the ideal service for meeting all your delivery deadlines without spending a fortune.  
Give your product the “rush around” and call Bernie Mason on 021-359 0551.

**NATIONAL  
CARRIERS  
PARCELSPEED**

be company of the employee-owned National Freight Consortium plc



## 'Tax strike' call for self-employed

Brian Kelly — national secretary of the Federation of Self Employed and Small Businesses — is calling on small businessmen throughout the country to consider refusing to collect taxes such as VAT, PAYE and NIS. He sees this as a necessary protest against the Government treating Federation members as "the nation's biggest army of unpaid tax collectors".

The proposed "tax strike" would aim to pressure the Government into accepting that the small business sector is no longer prepared to do this work without receiving some payment in return.

"In recent years more and more of this work has been put on the employer" says Mr Kelly. "Look at the new Statutory Sick Pay Scheme, not only are employers forced to administer and fund the scheme, but they are subject to automatic penalties and fines if they fail to do so correctly. The big boys can afford to employ experts to administer

these schemes, but that's obviously not practicable for the small business. It seems that the Government expects anyone who actually has the temerity to create employment to be a skilled civil servant, solicitor and accountant. This simply isn't the case, and the Government has no right to impose this work."

If the strike does go ahead, Mr Kelly's plans for his own business — a retail florists — are as follows: On receiving his wages, each employee would be asked to sign a form confirming receipt of his full wages (including normal deductions). If the employee chooses, he will then be able to repay the deductions to Mr Kelly, who will then deposit these amounts in a special bank account, from which they can be recovered if the employee is subsequently chased by the tax authorities.

"We would be challenging the taxman to take action against us" says Brian Kelly. "We want our day in court."

Mr Kelly will be putting his case to the NFSESB annual conference in March next year, a move which he hopes will really get the ball rolling. Following the publicity in the Federation's *First Voice* newspaper, letters he has received are running roughly 3-1 in support of the idea, he says.

in January 1974 had risen 20 per cent to reach 1.38m by December 1982, with the only years to show a net loss being 1977 and 1978.

The Department says this means 40-45 per cent of businesses registering in any given year may be expected to be still trading after 10 years. The first 30 months in a businesses's "lifespan" seem to be potentially the most dangerous.

## New cephalosporin expected from Glaxo

Glaxo hope to launch a new cephalosporin, ceftazidime, "somewhere in Europe before the end of 1983."

The new antibiotic is said to be broad spectrum with significant anti-pseudomonal activity and is likely to be called Fortum. Glaxo say it could be regarded as a fourth generation cephalosporin.

The company is looking to improvements in the anti-ulcer field, with a number of compounds under review, including one based on loxidine. But Glaxo cannot be specific about when a new compound could be expected on the market.

## Chemists reluctant to cash-and-carry?

A Nielsen survey of cash and carry users reveals a reluctance by chemist retailers to buy their stock from such outlets. Of the 3,000 people surveyed during one week, only 11 claimed to be pharmacists.

The survey is the second of Nielsen's annual reports on cash and carry customers and it indicates that most chemists are content to have their stock delivered to their shops by wholesalers. All except one pharmacist agreed with this.

An average spend for chemist retailers was around £90, say Nielsen, but nine said their goods were bought for retail purposes while the other two bought for themselves.

Nevertheless, the report shows that all 11 pharmacists quizzed on their cash and carry shopping were willing to travel to the depots and three of them actually travelled more than 20 miles to get there. The Nielsen Cash and Carry users survey is available, price £150, from A.C. Nielsen Ltd, Nielsen House, Headington, Oxford.

## Retail prices

The Department of Employment's all-items retail prices index stood at 336.5 in July (January 1974 = 100). This represents an increase of 0.5 per cent on June (334.7) and an increase of 4.2 per cent on July 1982 (323).



*Dorothy Hodkinson of R.J. Hodkinson (Chemist) Ltd, Birkenhead won first prize of £1,000 in holiday vouchers plus £200 spending money in the recent Anadin window display competition. She was presented with her prize by Mr B. Sandall, northern division sales manager for Anadin manufacturers ICC*

## 133,000 retail deaths in 8 years

Nearly 133,000 retailing businesses went to the wall in the eight years to January 31, 1982, according to latest VAT registration figures from the Department of Trade and Industry.

Some 163,000 of the companies registered during this time were still trading at the end of the period. This compares with 837,000 survivors and 563,000 deaths across all sectors of industry.

The 1.5m trading businesses registered

## Profits up 37pc at Amersham

Amersham International chairman Sir John Hill describes the company's year to March 31 as one of "significant achievement," with sales up 25 per cent to £78.1m and pre-tax profit increased by 37 per cent to reach £11.7m.

Both the medical products and research products divisions made substantial progress, maintaining the trend of the previous year.

The geographical split tells a similar story, with all main regions recording sales growth. Over 80 per cent of group turnover still comes from overseas markets, however.

The medical products division — contributing about half Amersham's revenue — increased operating profit by 18 per cent to £6.8m, on sales up 25 per cent to £38m. Group research and development spending was up at £5.5m — accounting for 7 per cent of turnover. Higher percentage levels are planned for the near future.

■ Electrical wholesalers **BDC** have moved headquarters to BDC House, 550 White Hart Lane, London N17 7RQ. New telephone number is 01-881 2001.

■ **Astra Pharmaceuticals Ltd** are relocating both their Watford and St Albans offices to new premises in Kings Langley. From September 26 the new address will be: Home Park Estate, King's Langley, Herts WD4 8DH. (King's Langley [09277] 66191, telex 923442).



# Large growth in European OTC business forecast

Companies that can benefit from mass-merchandising will spend substantial sums on advertising and promotion to speed the development of the self-service medication sector, warn market researchers Frost and Sullivan.

Some 40 per cent of internal medication is already outside the pharmacy sector in the UK, and the benefits to manufacturers of trading with fewer and larger retail outlets are considerable. The OTC drugs industry in Europe expects a rationalisation of the retail trade: if this does not occur naturally manufacturers will turn increasingly to supermarkets, say Frost and Sullivan.

## £3 billion turnover

Over the counter drugs represented 16 per cent of the European pharmaceutical market in 1982, with a turnover of just over £3 billion. The market is forecast to more than double in value by 1990, fuelled by a relative decline in the sales of ethical and semi-ethical drugs, Frost and Sullivan predict.

The radical changes in public health made during the past three years represent

the biggest single opportunity for the growth in the OTC drug market, they suggest. "The market has proved to be remarkably recession proof; indeed public expenditure cuts brought about by the recession have boosted sales by curtailing doctors' prescribing. There is no evidence that as economies revive there will be any significant increase in expenditure on medical services in the public sector. But increased prosperity should lead to even greater consumer demand for healthcare products."

## All-sectors increase

Turnover in internal medication will increase in all sectors during the next five years, say Frost and Sullivan, and products that will grow most are those with the potential to gain sales at the expense of semi-ethicals, such as cough remedies (28 per cent), laxatives (24 per cent) cold remedies (23 per cent), antacids (18 per cent), and analgesics (16 per cent).

After Germany, the UK is the second largest internal medication market in Europe. Sales are forecast to grow by 18 per cent to \$391m by 1987. The four major companies involved in Europe in the market are Bayer, Beecham, Boots and Richardson-Vicks. Nicholas-Kiwi and Reckitt & Colman are also important.

OTC advertising expenditures are low in Europe, Frost and Sullivan note. They estimate European advertising for internal medication products amounted to \$110m in 1982, representing approximately 7 per cent of turnover. The

advertising to sales ratio was highest in the UK (14 per cent) — the UK in fact accounted for 43 per cent of all European advertising.

The EEC Commission believes OTC drugs occupy a favourable position in the pharmaceutical market since they are subject to fewer price controls than prescription drugs, say Frost and Sullivan. The Commission wishes to encourage wider international marketing and has proposed mutual recognition of national marketing authorisations. It has also withdrawn its proposals on parallel importing and drug advertising. The deregulatory trends in the US should also be borne in mind, where as many as 45 drugs which were previously limited to Prescription Only will be available OTC by 1990. *Report no 634: The OTC internal medication market in Western Europe. Frost & Sullivan Ltd, 104 Marylebone Lane, London W1M 5FU.*

## COMING EVENTS

### Jazz Apothecaries at Edinburgh

The Winpharm Apothecaries of Jazz will once again appear at this year's Edinburgh Festival — the third consecutive year they have played there.

The Apothecaries main appearance will be at the Dragonara Hotel on August 31 where leading British and International jazz musicians are expected to appear "jamming" with the band. Other concerts at venues throughout the city have also been arranged. Further information and "All that Jazz" tickets (£3) from *Jazz Festival Office, 2 Howard Place, Edinburgh EH3 5JS (tel 031-557 3899).*

#### Advance information

**College of Pharmacy Practice**, 11 Lambeth High Street, London SE1, at 10am on October 27. One day seminar on "Allergies to foods and medicinal products" Fee, including lunch £15. Applications to the secretary at the above address by October 15.

**Socialist Health Association**, Mary Ward Hall, 9 Tavistock Place, London WC1, at 10am on November 5. Autumn conference on "The future of the National Health Service." Tickets £3 (non-waged £1) from the Socialist Health Association, 195 Walworth Road, London SE17 1RP.

**Royal Society of Health**, 13 Grosvenor Place, London SW1N 7EN, at 7pm on November 16. Meeting on "An intelligent guide to migraine treatment" Members free, but by ticket only, non-members £2.50; tickets from above address.

**Health food trade show**, Trentham Gardens, Trentham, North Staffs, at 11am on September 25. Over 85 exhibitors. Details from SOT Health Foods Ltd, Unit 1, Furlong Road, Tunstall, Stoke on Trent, or Cornwells (Wholesale) Ltd, Unit 2, Furlong Road, Tunstall, Stoke on Trent.

**Vetric Award Lecture**, Postgraduate Medical Centre, Nottingham University, at 7pm on November 23. Mr David Brantford on "Assessment of the drug needs of the mentally handicapped with behaviour problems" Reservations with the Secretary, College of Pharmacy Practice, 11 Lambeth High Street, London SE1 7JN.

## APPOINTMENTS

### Paffard moves to Alberto-Culver

Roger Paffard — formerly community health care manager at Bristol Myers — has joined Alberto-Culver as UK general manager. He has been with Bristol-Myers for the past five years, where he took responsibility for BM Dermatologicals, Mead-Johnson Nutritionals and the recently-launched OTC pharmacare division. Phil Luckett, Alberto-Culver vice-president for Europe, the Middle East and Africa, will now give up his day-to-day involvement in the UK company.

■ **Hanimex (UK) Ltd**: Howard J. Olivere has been appointed national key accounts

manager in the electronics division.

■ **Appleford Ltd**: Cyril Hehir has been appointed managing director designate. He will eventually succeed Mr Neville Kirby who has taken up the newly-created post of chairman.

■ **Pharmax Ltd**: Howard Cox becomes marketing manager for ethicals, where his major responsibility will be the marketing of cardiovascular products. He previously worked in market research at May & Baker. John Edelsten has been appointed deputy managing director and administration director. He was formerly finance director.

■ **Rimmel International Ltd**: Christopher Watney is appointed managing director, succeeding Evelyn Rose Glazier who retired three weeks ago (*C&D* July 30, p194). Mr Watney has extensive marketing experience, with past employers including United Biscuits and Cadbury Schweppes. He will report to Gary Mulloy who takes up a post as vice-president and regional director cosmetics for Europe, Africa and the Middle East with parent company ICPD.

# CHEMEX'83

## THE RETAIL CHEMIST EXHIBITION

The Cunard International Hotel, London W.6. 11-13 September 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.



# CLASSIFIED

**Post to**  
Classified Advertisements,  
Chemist & Druggist,  
Benn Publications,  
Sovereign Way, Tonbridge,  
Kent TN9 1RW.  
Telephone Tonbridge (0732)  
364422. Telex 95132.

**Ring extension 272 for further information.**

**Publication date**  
Every Saturday

**Headings**  
All advertisements appear  
under appropriate headings.

**Copy date** 4pm Tuesday prior  
to publication date.

**Cancellation deadline**  
5pm Monday prior to  
publication date.

**Display / Semi Display** £11.00  
per single column centimetre,  
min 30mm. Column width  
42mm.

**Whole Page** £950.00  
(260mm x 180mm)

**Half Page** £500.00  
(125mm x 180mm)

**Quarter Page** £280.00  
(125mm x 88mm)

**Box Numbers** £2.50 extra

**Series Discounts**  
5% on 3 insertions or over.  
10% on 7 insertions or over.  
15% on 13 insertions or over.

## Professional Prescription Computer Labelling

# Your next assistant should look like this.



**Look what the John Richardson  
labelling system can do for you.**

- Superb labels fast
- Hundreds of doses
- Up to 2000 drugs, depending on the system selected
- Printed summaries at any time
- Product coding (Link, Prosper, PIP)
- Stock Control
- Automatic cautionary labels
- Simple to use
- Lease/purchase terms from £14.41 per week including full maintenance (Yours after 3 years).

### Important Announcement

Special offer to NPA members during the month of September — a John Richardson labelling system for only £995!

### Where you can see it?

Write or telephone for a demonstration, or a videotape which you can view in the privacy of your own front room.

Next area demonstration will be on Sunday 28th August at the Langstone Cliff Hotel, Dawlish Warren, nr Exeter

**LOOK OUT FOR OUR STAND AT CHEMEX!**

**John Richardson  
Computers Ltd**

**N.P.A. RECOMMENDED**

Unit 337, Walton Summit, Bamber Bridge, Preston,  
Lancashire PR5 8AR Tel (0772) 323763

## Agents

### AGENTS REQUIRED ALL AREAS

Volume selling dental products. Following a successful launch in several national accounts we now require agents with existing connections calling on wholesale/retail chemists cash 'n' carry and drugstore outlets. To sell our competitively priced volume selling range of oral healthcare products. Reply in first instance stating lines already carried to:

**Box C&D 3012**

**COSMETICS**  
BY  
*Barry M*

*require well connected*

## AGENTS

To sell an exciting range of colour cosmetics.

*Please contact:*

**Barry Mero, 36 Brixton Road, London SW9 6BU.  
01-582 4755**

## Stock for Sale

**FGM  
Cosmetics Limited**

Stockists of the largest selection  
of brand name French & UK  
perfumes. Also a full range of  
cosmetic bags, gift sets,  
mirrors, brushes & accessories  
Also a stockist of Gallery Cosmetics  
Price lists available.

10-12 PARK PLACE, OFF CHEETHAM HILL ROAD,  
MANCHESTER M4 4EY. TEL. 061-833 9652.  
TELEX 665941 FGM G. SUPPLIERS TO RETAIL,  
WHOLESALE AND EXPORT. OPENING HOURS:  
MON-FRI 9am-5.30pm. SUN 10am-2pm.

**You are invited  
to our stand at  
the Olympia  
Exhibition  
3rd-7th  
Sept**

## ONE-SIZE TIGHTS

from £2.60 doz. plus  
VAT. Min. order 10  
doz. overall. CWO.

Carriage free.

Full range  
Price List.

**E & R KAYE,  
16/18 New Bridge  
Street,  
London EC4**

Est. 40 years.

## PERFUMES

Wide range of branded  
perfumes and toiletries  
available.

*Contact:*

**D. M. Wholesale Supplies Ltd.  
203, East Lane,  
North Wembley, Middx.  
Tel: 01-904 9920.**

For our current price list.  
**Open 9am-6pm Mon-Fri  
10am-2pm Sundays**

## PERFUMES/COSMETICS

A wide range of branded and  
non-branded, from one of  
London's leading perfumery  
and cosmetic wholesalers.

**SHURE ENTERPRISES,  
5-7 Great Eastern Street,  
London EC2.**

Tel: 01-247 3122

Telex: 894921 SHUREG

Open Mon-Fri 10.00 am-6.30 pm.

Sunday 9.00 am-2.30 pm.

**We deliver reasonable orders.**



## Shopfitting

# A-LINE SHOPFITTERS

WITH 25 YEARS EXPERIENCE IN PHARMACY MODERNISATION WE KNOW HOW TO MEET YOUR REQUIREMENTS AT A COMPETITIVE PRICE AND STILL GIVE A PERSONAL SERVICE.

**A-LINE SHOPFITTERS**  
3 LEA WALK, HARPENDEN, HERTS.  
Tel: 05827 64150

## SHOPFITTING



Everything you need to know is in this FREE pack, sent by return of post.

The Northfleet Group

**SHOWRAX**  
Tower Works, Lower Road,  
Gravesend, Kent, DA11 9BE  
Tel: Gravesend (0474)60671

## ALPLAN

### STORE FITTINGS LIMITED

For the ULTIMATE in pharmacy design with emphasis given to individual requirements.  
Telephone: 0626 832059  
Allplan House, Cavalier Road,  
Heathfield, Newton Abbot, Devon  
TQ12 6TG.

Quality and original Continental Systems plus total package NPA recommended NO system matches UMDASCH for quality.

Prices pleasantly competitive. See for yourself... there's no obligation.  
Umdasch Systems, Apels  
Contracts Ltd, Dallow Road, Luton,  
Beds LU1 1FR.  
Ring Luton (0582) 30833  
NOW!

## Trade Services

Tablet Production,  
Liquid Production,  
Powder Production,  
Packing...



**CONTRACT PHARMACEUTICAL SERVICES LIMITED**  
Park Road, Overseal, Burton-on-Trent, Staffordshire.  
Telephone (0283) 221616; Telex 341345.

## Trade Marks

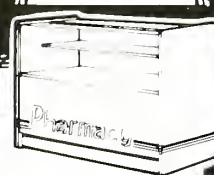
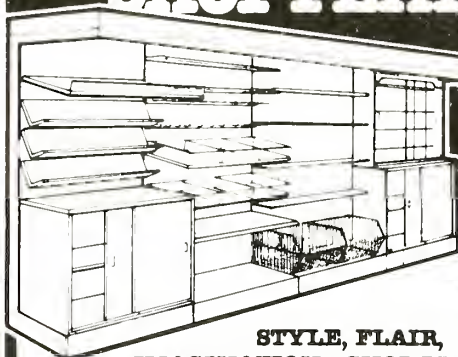
Trade Marks set out below were assigned on 10 June, 1983, by T J SMITH & NEPHEW LIMITED, 101 Hesse Road, Hull, HU3 2BN to SMITH & NEPHEW PHARMACEUTICALS LIMITED, Bampton Road, Harold Hill, Romford, ESSEX, RM3 8SL WITHOUT THE GOODWILL OF THE BUSINESS CONCERNED IN THE GOODS FOR WHICH TRADE MARKS ARE REGISTERED.

- |    |        |            |   |
|----|--------|------------|---|
| 1. | 756700 | — WELLDORM | — Pharmaceutical preparations and substances.   |
| 2. | 800211 | — NARPHEN  | — Pharmaceutical preparations and substances.   |
| 3. | 829250 | — FLUORETS | — Paper impregnated with fluorescein for use in application to the eyes when testing the correct fitting of contact lenses. |

# SHOP PLANNING

CLEAN, EXCITING  
PERSONALISED DESIGNS  
ACHIEVE MORE PROFIT

Full range  
of Credit  
Facilities available



**STYLE, FLAIR,  
IMAGINATION - SHOP PLANNING  
ARE THE IMAGE MAKERS FOR THE PHARMACIST**

#### Retail Area:

- PERFUMERY
- COSMETICS
- TOILETRIES
- HAIR CARE
- PERSONAL HYGIENE
- BABY CARE

Display equipment  
perfected and designed  
for every Retail line

ALSO FULL CONTRACTING  
SERVICE AVAILABLE

#### Dispensary:

- WORK TOP AREAS
- SLIDING SHELVES
- STOCK SHELVES
- BOTTLE RACKS
- SINK UNITS
- CUPBOARDS

SEND FOR OUR FREE COLOUR BROCHURE NOW, OR ASK OUR  
LOCAL CONSULTANT TO PAY YOU A VISIT

- If you have special requirements and it can be drawn, we can make it!

### SHOP PLANNING

HOOTON ROAD  
WILLASTON  
SOUTH WIRRAL  
CHESHIRE  
Tel. 051-327 6281/2  
ISLE OF MAN OFFICE  
Tel. 0624 29829

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL. \_\_\_\_\_

C.D.

# LEXDRUM

0626 832308

WE OFFER A PROFESSIONAL  
SHOPFITTING SERVICE FOR THE  
RETAIL PHARMACY

**LEXDRUM STOREFITTERS**  
Chapple Rd, Bovey Tracey, Devon.  
0626 832308

# marspec SHOPFITTING LTD

Attractive modular shopfittings at competitive prices.  
For a new perspective in pharmacy design.

**Telephone: 0392 216606**  
Unit 4B, Grace Road, Marsh Barton,  
Exeter, Devon.

## LUXLINE

### SHOPFITTING SERVICE

**N.P.A. & NUMARK APPROVED**  
FREE PLANNING AND ADVICE. FOR YOUR  
SHOPFITTING PROJECT.

Contact: — **LUXLINE, 8 COMMERCE WAY, LEIGHTON BUZZARD,  
BEDS. Tel: 0525 381356.**









The Wings Appeal Fund helps to maintain the RAF Association Home for Disabled and Chronic Sick. Care is essential for those who have served their country and who are in need. So please help by giving all you can for an emblem in WINGS WEEK in September or send a donation to show that you care.

To: Royal Air Forces Association,  
Appeals Dept., (DS) Portland Rd.,  
Malvern, Worcs. WR14 2TA.

I enclose a donation of \_\_\_\_\_  
for the Wings Appeal Fund.

Name \_\_\_\_\_

Address \_\_\_\_\_

Please tick if receipt required ☐  
or information on RAFA  
Membership ☐

## Give as they Gave



# Alfie®

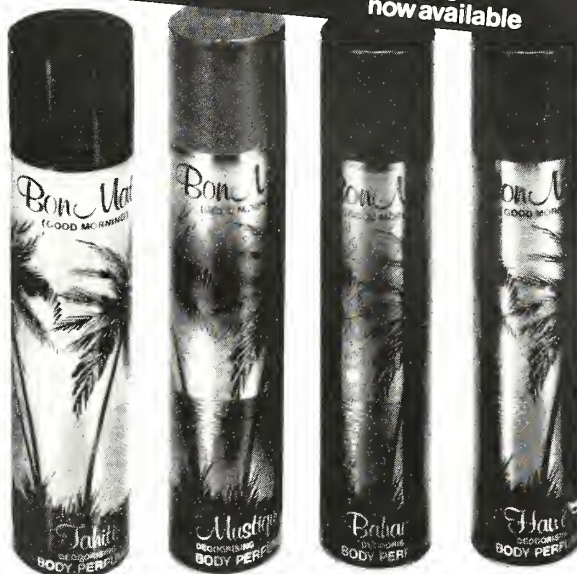
## MIDLAND COSMETIC SALES LTD

Thornbury Road, Perry Barr, Birmingham, B20 3DE Telephone 021-356 0099

Manufacturers of  perfumes, cosmetics, toiletries and car care products

### WHOLESALEERS!

Xmas '83 Gift  
Catalogue  
now available



Available at all good wholesalers  
**ANY DIFFICULTIES OR TRADE ENQUIRIES**  
Phone 021-356-0099

# MODISPLAY

## The Space Planners

Modisplay pride themselves on having a professional approach to shop-fitting founded on a thorough knowledge gained over the last twenty years.

Modisplay offer the complete service including Store design and planning, manufacture and installation of probably the finest and most versatile system available. Each installation is specifically designed to meet all your requirements, manufactured in our own factory and installed by one of our expert fitting teams.

The next time you refit or are opening a new shop, consult the experts and take the worry out of shop-fitting — Call in Modisplay.

**Value for money  
shelving systems**

**Telephone: 01-519 4872**



I would like more information about the Modisplay system

Company \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Tel. \_\_\_\_\_

**Modisplay (Store Fittings) Ltd.**  
242, Romford Road, Forest Gate, London E 7 9HZ  
Tel: 01-519 4872



# If your antihistamine sales are allergic to low pollen counts...

## switch to Optimine



Because the  
OPTIMINE OTC  
pack continues to  
sell for you when  
the hay fever season subsides!

OPTIMINE gives  
sufferers effective  
relief of symptoms for  
up to 12 hours  
with minimal risk of sedation.

Its potent, anti-allergic and anti-  
pruritic action offers a complete  
spectrum of antihistamine activity.

**Optimine<sup>®</sup>**  
— your first choice antihistamine

 **kirby-warrick**

*Commitment to  
Community Pharmacy*

KIRBY-WARRICK PHARMACEUTICALS LTD  
OTC DIVISION, MILDENHALL, SUFFOLK  
TELEPHONE (0638) 716321